FEEDSTUFFS

★ A WEEKLY NEWSPAPER ★

FOR THE FEED MANUFACTURER, JOBBER, BROKER and DEALER

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Fixing of "Target" Ceilings Delayed

Oklahoma Feed Sales Total 897,218 Tons

Feed sales in Oklahoma from July 1, 1949, to July 1, 1950, totaled 897,218 tons, according to the state department of agriculture. The figure is based on quarterly tonnage reports submitted by feed registrants.

Formula feeds accounted for 402,207 tons of the total, Park A. Yeats of the agriculture department, reported. Included were 129,095 tons dairy or cow feed, 9,131 tons horse and mule feed, 32,766 tons pig and hog feeds, 212,099 tons poultry feeds and 19,116 tons dog feed.

Mineral feed sales totaled 15,099 tons. The volume of chop feeds distributed in the state was reported at 28,109 tons.

Sales of cottonseed oil meal totaled 154,519 tons. The total reported for wheat bran was reported at 51,847 tons and the total for wheat gray shorts at 87,434 tons.

Other figures on tonnage volume of feeds distributed in the state during the year: Alfalfa meal, 12,556 tons; animal products, 9,767; brewers' and distillers' products, 12,712; corn products, 27,151; soybean oil meal, 17,734; peanut oil meal, 12,539; other oil meals, 768; milk products, 1,264; oat products, 16,396; wheat products other than bran and shorts, 8,680; miscellaneous, 38,435.

NEW TEXAS ELEVATOR

FREDERICKSBURG, TEXAS—Construction of a six-compartment grain elevator to cost $75,000 and a seed cleaning and treating department to cost $15,000 has been started here by the Farmer's Grain & Elevator Co., according to Hilmar Weinheimer, president.

Present storage capacity will run to 117,531 bu.

MOST FARM COMMODITIES NOT AFFECTED BY FREEZE ACTION

Failure to Announce Minimum Farm Price Ceilings Attributed to Necessity of Recalculating Parity Prices —Voluntary Freeze Put on Industrial Goods

By JOHN CIPPERLY
Washington Correspondent of Feedstuffs

WASHINGTON—The government took its first major steps toward price controls this week when the Economic Stabilization Agency called for a voluntary freeze of prices for industrial goods and services at levels not higher than those of Dec. 1. But officials failed to produce the expected announcement of minimum farm commodity price ceilings which would prevail when and if it became necessary to act on that front.

As for the voluntary price freeze, officials explained that it does not affect prices for agricultural commodities which are now selling at less than the minimum ceiling requirements of the Defense Act of 1950. And the requested price freeze does not affect processors and handlers of such commodities.

Prior to this week's action ESA officials had told Feedstuffs that the agency hoped to get out an announcement of the "target ceilings" as a warning to producers, processors and handlers that no consideration would be given later in setting ceilings for products processed from commodities which reflected a basic commodity price higher than the target ceiling.

Must Recalculate

The failure of ESA to announce these potential ceiling levels is attributed to the necessity of a recalculation of parity price after Jan. 1, 1951. Under the provisions of the farm law as recently amended, the parity concept has been changed and a transitional downward escalator has been provided to cushion the farm economy from a too rapid drop in the parity levels. These calculations cannot be made until after the Jan. 15 parity statement has been compiled by the U.S. Department of Agriculture.

Consequently, it was concluded in government circles that it would be unwise to bring out a premature announcement of potential ceiling price levels for agricultural commodities on the basis of the old parity concept and then go through the confusing

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BAE Reports Dairymen Continue to Step Up Use of Formula Feeds

WASHINGTON — Formula feeds continue to gain in preference over other types of concentrates fed by dairymen, according to a recent Bureau of Agricultural Economics survey.

Reports to the BAE show that formula feeds now make up 25.9% of the ration fed to dairy cows on a national average. This represents an increase of one percentage point over a year ago, the only significant shift in the percentages of various feeds used by dairy cattle.

However, corn continues to be the most important single feed in the fall concentrate dairy ration, according to reports to the BAE from more than 7,500 special dairy reporters.

Corn 30.4% of Total

Corn comprises 30.4% of the total amount of grain, millfeeds and other concentrates fed to milk cows in dairy reporters' herds in November. Oats made up 24.3% of the total, and the balance, in addition to formula feeds, included barley (4%), wheat millfeeds (4%), soybeans or soybean oil meal (2%), linseed oil meal (2%), wheat and cottonseed oil meal (1% each) and miscellaneous (5%).

Corn, oats and formula feeds together accounted for slightly more than four fifths of all grain and concentrates fed to milk cows.

Other changes from a year ago in the percentages fed include—beside the gain for formula feed—a half percentage point increase for oats and soybeans or soybean oil meal, with offsetting decreases of one point for corn and one half point for wheat and cottonseed oil meal.

(Continued on page 56)

ESA Issues First Procedural Regulation on Price Controls

WASHINGTON — The Economic Stabilization Agency has issued Procedural Regulation No. 1 under which it sets forth the methods of operation of that agency in regard to the issuance of price ceiling orders.

It follows in virtually every respect the operational order of the Office of Price Administration in that it provides for the issuance of ceiling prices and describes methods under which protests may be registered by aggrieved parties and creates the emergency court of appeals technique whereby ruling of the economic stabilizer may be appealed.

In regard to the issuance of price ceiling orders, the regulation states as follows:

"Investigation prior to issuance of ceiling. A ceiling price regulation may be issued by the administrator after such studies and investigations, as he deems necessary or proper. Before issuing a ceiling price regulation the administrator shall so far as is practicable, advise and consult with representatives such persons substantially affected by the regulation.

"Price hearing prior to issuance. Wherever the administrator deems it necessary or proper that a price hearing be held prior to the issuance of a ceiling price regulation, he may provide for such hearing in accordance with other sections of the regulation."

It is seen from these provisions that when he deems it necessary the economic stabilizer may issue freeze orders on a commodity or product and summon an industry group to consult with him later before specific ceiling price orders are issued.

With the issuance of every price ceiling order it is necessary for the administrator to issue a statement of considerations to accompany the ceiling order.

May the New Year Return Reason to the World

★ FEEDSTUFFS ★

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Here We Go Again

AS an effective instrument, the voluntary price "freeze" announced this week by the Economic Stabilization Agency had little to recommend it. It placed the matter on a purely voluntary basis, with no enforcement authority behind it. As one observer remarked, "the lion has only false teeth."

This weakness undoubtedly was fully recognized by those who promulgated the action. No real machinery for setting up a price control structure and enforcing it is available, nor will it be for two or three months, at the soonest. But the growing pressure on the administration to make some motion toward checking the general rise in prices apparently became so strong that this week's statement, despite its impotency, was issued.

About the only thing accomplished by this action is that obviously it serves as a warning of more effective measures to come.

There can be no doubt that, as soon as the administrative and enforcement procedures and personnel can be decided upon and organized, the nation again will be working under a controlled economy. In the meantime, the meaning of this week's government announcement is that all types of business must proceed with greatest caution in boosting prices, for the danger of facing a rollback always will be present.

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THE request for a voluntary freeze cannot legally affect processors, handlers and producers of agricultural commodities which were selling below the legal minimum ceilings provided for in the Defense Act of 1950. In those cases the products of agricultural commodities will be permitted to reflect advancing prices for the basic commodities up to the legal minimum ceiling levels.

The Defense Act of 1950 provides that ceiling prices for agricultural commodities must be set at the higher of either the parity price at the time the ceiling is imposed or the national average price prevailing between May 24 and June 24, 1950.

Grains generally are below this basis, and until they reach the legal minimum ceiling specified in the act probably nothing will be done in a price control way with them or their products.

An indication of this, of particular interest to grain men and processors, was the information from Feedstuffs' Washington correspondent that "while ESA had earlier planned to get out a statement as to where the legal minimum ceilings for agricultural commodities might be set, it is now learned that they intend to wait until the Jan. 15, 1951, parity calculations are issued by USDA. By that time there will be numerous adjustments of the parity level for agricultural commodities. Those adjustments are made necessary under the provisions of the Farm Act, which was amended by the Hope-Aiken Bill and subsequently amended by the 81st Congress."

So the grain, feed and flour industries are mostly outside of the otherwise general price warning. It hardly seems necessary to state, however, that the products of our industries also will come under a controlled economy eventually, if the conditions toward which we seem to be headed so inevitably are not cleared up.

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THE criticism that can be made of the week's actions is that they seemingly had so little sound thought behind them. Perhaps a strong price warning was justified, but the way it was done was more confusing than forceful, and confidence was destroyed both by the weakness of the announcement and the unrealistic approach. Impractical thinking was indicated by the attempt to roll back automobile prices without controlling the costs of the materials and labor that go into them. Then followed the request for a voluntary freeze, entailing certain criteria for advancing any prices after Dec. 1 of such complexity that few could understand what was meant. In many cases, it would take a staff of auditors and accountants to find out if one were abiding by the government's request or not.

The result was nothing but immediate confusion, which has not been lessened. What all business men are hoping, we believe, is that this start will not be the pattern for the future.

B. M. BLANK PROMOTED

LONG ISLAND CITY—The promotion of Bernard M. Blank to the position of assistant chief chemist has been announced by Food Research Laboratories, Inc., Long Island City, N.Y. Mr. Blank holds the degree of M.S. from New York University and, except for a period of military service during World War II, has been with Food Research Laboratories since 1941.

MARKET NEWS SUMMARY

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For Market News Details Turn to Pages 54-56

Holiday Slack Reduces Feed Sales in Northwest

With the approach of the holidays, demand for formula feeds declined somewhat in the Northwest. However, manufacturers continued to operate at full schedules to fill previous contracts.

Dairy feed sales led other types, and hog feed business was reported fairly good, particularly in Iowa. Sales of poultry feed remained in somewhat of a slump.

Prices advanced $2@3 ton as ingredient markets, particularly the oilseed meals, showed a stronger trend. Millfeed showed signs of easing toward the end of the week as production was stepped up.

Stronger Markets Boost Formula Demand in S. W.

Rising formula feed costs and the declaration of a national emergency stimulated the demand for formula feed in the Southwest this week. Wide advances of $3@4 ton were made on price lists during the past week, but feed demand did not falter at the higher levels. Strengthening of the U.S. defense set up as implied by recent Washington news has increased the importance of the part that food and feed will play in the period ahead. Thus, more confidence was exhibited by feed buyers, and inquiry was unusually good.

Improvement in dairy cattle feed and range feed demand was reported by manufacturers in the area. Hog feed sales held up very well in spite of the continued wide spread between pork and beef prices. Hog feeders were said to be engaging in profitable operations. Not so for the broiler feeders, however, as very little improvement was reported in chicken meat prices. Laying mashes continued to be very good sellers. Production in the area remained at a capacity pace this week with the outlook good for next week. Most mills, however, will observe the holidays by closing their plants, but some of the mills may have to operate overtime to meet commitments.

The index of wholesale feedstuffs prices for the country as a whole, compiled by the Production and Marketing Administration stood at 239.8 as of Dec. 20, up 7½ points for the week. The feed grain index was 235.2, up 4½ points from the previous week.

Inventory Limit Trims Pacific N. W. Buying

With the holidays just around the corner, the feed men in the Pacific Northwest are more interested in depleting their inventories than in doing any ingredient buying, and business was reported all through the trade as being very quiet.

While ingredient prices have been sharply stronger, rolling cars of proteins and other by-products have traded at discounts from regularly quoted prices, indicating at least a certain amount of resale pressure on spot merchandise. Retailers, wholesalers and jobbers all reported very quiet business, and collections have not been good, not only at the consumer level but at the wholesale level as well.

Formula feed prices were steady to slightly higher, but there were no significant across-the-board changes during the week. Feed men are hopeful that egg prices will hold for another 60 days, because this would probably mean good egg business for the coming year. Turkey men are rather pessimistic, and prospects for turkey feed consumption another year do not look good.

Formula Buying Tapers Off in Central States

Formula feed demand has tapered off somewhat in the central states, probably influenced by the approaching holidays and year-end inventory period. Fairly liberal shipments to dealers in recent weeks have built up floor stocks sufficient to care for requirements into the new year.

Last week's strike of railroad switchmen caused Chicago feed mills located on certain belt line roads to lose about three days' operations before loaded cars were cleared out and inbound deliveries of ingredients were resumed. By the middle of this week, however, freight movement was reported back to normal and mills were stepping up production to make up for the lost time.

A prolonged period of sub-freezing weather over much of the central states area—better than two weeks in the Chicago district—has resulted in heavier maintenance feeding of livestock and poultry. Supplies of indoor roughage and feed grains, however, are ample in most districts.

Prices of formula feeds are stronger this week, reflecting the strength in grains and most other ingredients which followed the President's national emergency proclamation, but grain values still are several cents below theoretical ceiling prices based upon parity. The general feeling is that imposition of ceiling prices on grains and feed would be more inflationary than deflationary, as previous patterns have shown that ceilings become a floor as well as a top.

Year End Slump Cuts Ohio Valley Feed Demand to "Fair"

With interest centered this week on the holidays, combined with preparations for year-end inventories, the current demand in the Ohio River Valley for formula feeds is cited as only fair to good.

There was some concern last weekend over the possibility of the wildcat railroad strike affecting deliveries, but this threat disappeared with the resumption of rail shipments.

Continued cold weather and intermittent snow storms in this area continue to make necessary the indoor feeding of cattle, with the result that dairy feeds continue in quite strong demand. It is anticipated by feed manufacturers hereabouts that this demand, along with that for other formula feeds, will increase after the first of next year, especially if the cold weather continues.

Prices for all types of feedstuffs continue strong, being up $1@2 ton this week. Many of the mills in this area are working only from 60 to 75% of capacity, largely because of the holiday season, but a number report operations at full capacities.

To the local feed manufacturer who can't afford his own research and laboratory facilities

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*DIVISION of the PETER HAND BREWERY COMPANY 1000 W. North Ave., Chicago 22, Illinois

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USDA INCREASES GRAIN CROP ESTIMATES IN FINAL REPORT

1950 Corn Production Estimate Revised Upward from November Figure by 25 Million Bushels—Oats Total Reduced—Feed Grain Tonnage Third Largest

WASHINGTON—The U.S. Department of Agriculture, in its final crop production report of the year, has made upward revisions in its estimates for most major grain crops.

The new estimate for corn puts the crop at 3,131,009,000 bu., which represents an increase of 25,573,000 bu. from the estimate made a month ago. Last year's crop totaled 3,379,436,000 bu., and the 10-year average (1939-48) was 2,900,932,000 bu.

The upward adjustment in the corn crop estimate was considered surprising to some observers, who had expected the final report figure to be lower.

Also increased were the estimates for wheat, barley, soybeans, flaxseed and grain sorghums as well as other crops. The crop production estimate for oats was lowered.

USDA reported that the 1950 feed grain tonnage is the third largest on record. The estimated 125-million-ton total is almost a million tons less than the 1949 tonnage and a tenth below the 1948 record of 138 million tons.

Including fairly large carryover stocks, the farm supply of feed grains for the 1950-51 season is the third largest of record.

The estimate for grain sorghums showed a big advance over the November forecast of 196,344,000 bu. The final figure is 237,456,000 bu., up some 41 million bushels from a month earlier, and it represents a new record.

The final oats crop estimate is 1,465,134,000 bu., compared with the November figure of 1,483,000,000 bu. This represents a reduction of some 18 million bushels. Last year's crop totaled 1,329,473,000 bu.

Production of soybeans for beans is estimated at 287,010,000 bu.—a new record. The final figure represents an upward revision of some 6 million bushels from the November estimate. The previous record crop, in 1949, was 56 million bushels less than the 1950 production.

The final report for barley shows a crop of 301,009,000 bu., compared with the November estimate of 299,954,000 bu. Last year's crop was 236,737,000 bu.

Flaxseed production is now estimated at 39,263,000 bu. This compares with the November estimate of 35,224,000 bu. and last year's crop of 43,946,000 bu.

The final wheat crop figure is 1,026,755,000 bu., compared with the November estimate of 1,010,069,000 bu. and last year's production of 1,141,188,000 bu. The total includes 750,666,000 bu. winter wheat, 240,025,000 bu. spring wheat other than durum and 36,064,000 bu. durum wheat.

Cottonseed production is estimated at 4,005 tons compared with last year's total of 6,559 tons.

The yield per acre and production of corn and oats last year and this, respectively, by major producing states are as follows:

Corn

Iowa, 48.0 bu. an acre last year and 47.0 bu. this year and production 550,608,000 bu. last year and 463,655,000 bu. this year; Pennsylvania, 46.5 and 45.5 and 64,977,000 and 60,834,000; Ohio, 56 and 52.0 and 202,582,000 and 174,936,000; Indiana, 52 and 49.5 and 219,548,000 and 213,790,000; Illinois, 56 and 51 and 518,112,000 and 419,934,000; Michigan, 48 and 38.5 and 85,920,000 and 64,796,000; Wisconsin, 50.0 and 41.0 and 129,600,000 and 104,304,000; Minnesota, 44 and 38 and 248,512,000 and 194,216,000; Missouri, 41 and 46 and 173,941,000 and 167,110,000; North Dakota, 19.5 and 19 and 23,790,000 and 25,042,000; South Dakota, 21 and 26.5 and 82,524,000 and 99,296,000; Nebraska, 32.5 and 37 and 239,130,000 and 250,675,000; Kansas, 29 and 35.5 and 73,196,000 and 93,188,000; Kentucky, 37.5 and 37 and 88,762,000 and 78,810,000; Oklahoma, 22 and 25 and 29,292,000 and 31,725,000; Texas, 22.5 and 21 and 56,508,000 and 45,750,000; Colorado, 25.5 and 24 and 17,314,000 and 14,484,000.

Oats

New York, 29 bu. an acre last year and 32 bu. this year and production 22,591,000 bu. last year and 23,841,000 this year; Pennsylvania, 38 and 35 and 24,630,000 and 29,944,000; Ohio, 36 and 36 and 48,024,000 and 41,292,000; Indiana, 38.5 and 37 and 55,825,000 and 52,577,000; Illinois, 43 and 42.5 and 164,562,000 and 146,218,000; Michigan, 36 and 38.5 and 46,708,000 and 58,460,000; Wisconsin, 41 and 48.5 and 119,884,000 and 141,814,000; Iowa, 39 and 41 and 244,491,000 and 264,737,000; Missouri, 24 and 31 and 41,136,000 and 55,242,000; North Dakota, 21.5 and 28 and 37,474,000 and 59,528,000; South Dakota, 22 and 26.5 and 67,988,000 and 87,742,000; Nebraska, 22 and 25 and 49,720,000 and 66,100,000; Kansas, 21.5 and 22 and 18,942,000 and 21,120,000; Texas, 27 and 19.5 and 34,020,000 and 27,027,000.

CROP—	Acreage harvested (in thousands) Average 1939-48	1949	1950	Unit	Production (in thousands) Average 1939-48	1949	1950
Corn, all	88,007	87,029	83,302	Bu.	2,900,932	3,379,436	3,131,009
Wheat, all	60,236	76,559	61,741	Bu.	1,031,312	1,141,188	1,026,755
Winter	43,896	56,139	43,616	Bu.	756,821	895,101	750,666
All spring	17,340	21,430	17,925	Bu.	272,491	246,087	276,089
Durum	2,535	2,535	2,720	Bu.	36,752	38,817	36,064
Other spring	14,805	17,906	15,190	Bu.	235,738	207,270	240,025
Oats	38,762	40,440	42,027	Bu.	1,274,474	1,329,473	1,465,134
Barley	12,858	9,887	11,191	Bu.	310,068	236,737	301,009
Rye	2,474	1,560	1,622	Bu.	32,155	16,739	22,977
Flaxseed	3,643	6,924	3,893	Bu.	34,752	43,946	39,263
Sorghum grain	6,562	6,612	10,361	Bu.	186,536	162,430	237,456
Cottonseed	....	....	....	Tons	4,750	6,559	4,005
Hay, all	74,470	72,996	75,741	Tons	100,344	99,536	106,819
Hay, wild	13,563	14,925	15,024	Tons	12,664	12,396	12,509
Soybeans for beans	8,764	10,156	13,281	Bu.	164,491	236,597	287,010

L. J. Schiller

TO PRESIDE—L. J. Schiller of Hayward, Inc., Oak Harbor, Ohio, president of the American Dehydrators Assn., will preside at all sessions of the ADA convention to be held Jan. 10-12 at the Broadmoor Hotel, Colorado Springs, Colo. Mr. Schiller will also report on association activities for the past year.

HIGHER SALES, LOWER NET REPORTED BY SWIFT & CO.

CHICAGO—Sales of Swift & Co. during the 1950 fiscal year ending Oct. 28 increased slightly over those reported for the same period last year, while net earnings declined.

Swift's sales totaled $2,214,819,268, compared to $2,213,160,242 for 1949. Net earnings from all company operations were $16,142,586, compared to $25,826,129 for last year. Tonnage of product handled increased during the past year, being about 1% greater than 1949.

L. P. EVANS RESIGNS

NEW ORLEANS—L. P. Evans has resigned as New Orleans manager for the Pacific Molasses Co. Mr. Evans has not announced his future plans, but is expected to continue in a line affiliated with the feed industry.

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The Small Company
wishes you
a Big New Year!

Edmund P. Pillsbury

R. J. Keith

P. S. Gerot

PILLSBURY ELECTS—A board of directors meeting of Pillsbury Mills, Inc., in New York recently following the company's second bake-off at the Waldorf-Astoria elected Edmund P. Pillsbury and R. J. Keith vice presidents of the firm and P. S. Gerot and Dr. Samuel N. Stevens directors. Mr. Pillsbury, in charge of the company's grain merchandising operations, is a graduate of Yale University. He started in the firm's wheat department in 1937 and has specialized in the selection, buying and selling of grains. He is a member of the Minneapolis Grain Exchange. Mr. Pillsbury is an amateur sportsman and has won trophies as a yachtsman. He is the grandson of Charles A. Pillsbury, founder of the company, and son of John S. Pillsbury, chairman of the board of directors. R. J. Keith is director of advertising and public relations for Pillsbury Mills, and P. S. Gerot is corporate vice president of the grocery products division. Dr. Stevens is president of Grinnell College and personnel consultant for Pillsbury.

Cattle Feeding Volume Expected to Approach Last Year's Level

WASHINGTON — The volume of cattle feeding during the coming winter and spring will be nearly as high as last year, the Bureau of Agricultural Economics reported this week.

The movement of stocker and feeder cattle into the Corn Belt was accelerated during November to establish a new record for the month, the U.S. Department of Agriculture agency points out in its report on the cattle feeding situation and outlook as of Dec. 1. Inshipments from July through November were below last year but were still the second highest on record for the period.

In almost all of the western states, cattle feeding will be as high or higher than a year ago, according to the report. California will feed a record high number, while feeding in Colorado will slightly exceed the number fed a year ago.

Feed supplies are generally ample, although in some areas of the northern Corn Belt poor quality corn is reported to have less than the usual feeding value, the report notes. The wheat pastures of the Great Plains did not develop as expected, and some cattle were being shifted to more favorable feeding areas. Weather conditions have been generally favorable, and storms did not seriously interfere with feeding activities.

Here are detailed reports for the various areas:

CORN BELT—Shipments of stocker and feeder cattle into the 11 Corn Belt states in November were about 11% higher than last year. In Iowa, the November inshipments were at a new record level. However, the total movement for July-November was about 12% below the record high in the same months last year.

In the eight Corn Belt states for which complete records are available, the inshipment of stocker and feeder cattle during November was 12% above last November to reach a new record for the month. November inshipments into Iowa, the leading cattle feeding state, were up 23%. Other states showing increases during November were Minnesota, up 52%; Indiana, up 22%, and Illinois, up 3%.

A few Corn Belt states show decreases, with Nebraska, down 6%; Ohio, down 10%; Michigan, down 14%, and Wisconsin, sharply down by 59%. In Wisconsin, the number involved is relatively small.

For the period July through November, inshipments for the eight states were below last year by 14%, but the number is still the second highest on record. The total for July-November was 2,084,000 head, compared with 2,436,000 last year and 1,816,000 head two years ago. Each of the eight states showed decreases for July-November period as follows: Ohio, down 41%; Wisconsin, down 27%; Michigan, down 26%; Indiana, down 21%; Nebraska, down 20%; Illinois, down 15%; Iowa and Minnesota, each down 9%.

WESTERN STATES—In the western states, cattle feeding is on a higher level than last year, with California feeding at a record high. On the basis of a survey conducted about Dec. 1, the number on feed in California is estimated at 300,000 head, 19% above Dec. 1, 1949. Of the total on feed, 267,000 head are estimated as being in drylots, with 32,000 head being fattened on field feeds and irrigated pastures. The survey showed that drylot feeding is 26% higher than last year. All of the California increase is in the southern areas, with some decrease in cattle feeding in the northern parts of the state.

Colorado will probably feed slightly more cattle than last year. The increase will occur in northern Colorado, since most other areas of the state are expected to feed about the same number or less. In the irrigated North Platte Valley of southeastern Wyoming and western Nebraska, the number of cattle to be fed will likely equal or exceed the number fed last year. A Dec. 1 survey in Arizona showed about 65,000 head on feed—20% more than on Dec. 1 last year.

In the Pacific Northwest, Washington may feed nearly the same number of cattle as last year, while Oregon will probably feed less. Montana will probably feed cattle on a reduced scale, but elsewhere in the West, cattle feeding will likely be at the same level or higher than a year ago.

GREAT PLAINS STATES—In the Great Plains states, wheat pastures, after favorable early prospects, failed to develop as expected. In western Kansas, grazing on volunteer wheat pasture was nearly over. The seeded wheat made good growth, but the continued dry weather did not permit root systems to develop sufficiently to permit pasturing in most areas. Wheat pasture was somewhat better in southwest Kansas than elsewhere in the state. Wheat pastures in northwest Texas were supplying only limited feed, and cattle were being shifted to more favorable areas in the state. Grains and roughage feeds are plentiful in the Great Plains states.

Feed supplies generally are abundant over the country. However, there are some parts of the northern Corn Belt states where corn is reported to have less than the usual feeding value. Sugar beet by-products feed are ample. Weather has been mostly favorable for feeding. Severe storms in the Midwest did not seriously hinder feeding activities, although the gleaning of corn fields was probably delayed somewhat.

Higher Prices

The price of feeder cattle at the five markets for the week ended Nov. 30 was $28.67 cwt., about $7.40 higher than on the same date last year. The average price for November was about $7.50 cwt. higher than last November and for the July-November period, it was about $7 higher.

The five-market record shows a continuing interest by cattle feeders in calves. During November the number of calves going to the country was 10% larger than last November, while steers of all weights were down

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F. J. FitzPatrick

NEW EXCHANGE HEAD—The withdrawal of an opposing candidate has assured F. P. FitzPatrick, Simonds-Shields-Theis Grain Co., the 1951 presidency of the Kansas City Board of Trade, it was announced this week. G. W. Hinsen, Hinsen Grain Co., the other candidate for the post, has declined to run against the current first vice president of the exchange, so Mr. FitzPatrick will be unopposed in the election on Jan. 2. Nominees for second vice president are J. J. Wolcott, Jr., Wolcott & Lincoln, Inc., and M. L. Gear, Goffe & Carkener, Inc. The 1950 second vice president, Warren E. Root, Root Grain Co., automatically becomes first vice president for the coming year and is in line for a presidential candidacy in 1952.

12%. Heavy feeder steers, those weighing more than 900 lb., were much more sharply reduced than were the lighter weight classes. During the period July-November, calves made up more than 28% of the total steers and calves, compared with 24% in the same months a year ago.

PROTEIN MEAL FUTURES REACH NEW HIGH POINTS

MEMPHIS—Strength continued in protein meal futures this week, and advances were scored by all contracts with buying on the soybean side influenced by the short supply of cottonseed.

New season highs for every month in both cottonseed and soybean oil meal futures were registered Dec. 18 at the Memphis Merchants Exchange. Price increases in cottonseed oil meal during the week ranged from 90¢ ton to $4.50. Soybean oil meal price advances ranged from $2.75 ton to $4.

At the close on Dec. 19, March cottonseed oil meal showed an increase of $4.50 ton over the closing figures on Dec. 12. December was up $1.35 for the same period; January up $2.10; May up $2.50; July up $2 and October up 90¢.

The Dec. 19 closing quotations for soybean oil meal showed October up $4 over the Dec. 12 closing. December was up $3.25, January up $3.50, March up $3, May up $2.75 and July up $2.80.

While activity in the market has been spread pretty well across the board, the greatest interest is being shown in the distant May and July deliveries of soybean oil meal.

Evidence of that activity is contained in the following breakdown of open interest at the start of trading Dec. 19:

Delivery—	Cottonseed oil meal tons	Soybean oil meal tons
October	3,600	5,100
December	1,000	2,100
January	6,800	17,900
March	8,000	24,800
May	11,100	63,500
July	14,500	87,900
Total	45,100	211,400
Grand total	256,500	

PICKPOCKET "ROBS" FEED MEN AT CHICAGO PARTY

CHICAGO—Ten feed men were robbed of all of their valuables and part of their personal effects in full view of about 250 other feed and allied men Dec. 18.

The occasion was the annual Christmas party of the Chicago Feed Club in the Terrace Casino, Hotel Morrison.

The thief was Vic Perry, world famous pickpocket, who highlighted a nine-act floor show arranged by George F. Barrett, Chicago Feed Ingredients Co., and Chris Christensen, Chas. Pfizer & Co., Inc., chairman and co-chairman, respectively, of the entertainment committee.

A social hour preceded the banquet of prime roast beef. Door prizes of 15 auto robes in carrying cases were awarded following the floor show.

The Chicago Feed Club's Christmas party has grown into an almost national affair. Many feed manufacturers and processors of feed ingredients from Minneapolis, Kansas City, Milwaukee and many other parts of the midwest and central states attended this year's gathering.

Harris T. Lyon, Allied Mills, Inc., is 1950 president of the Chicago Feed Club. W. D. Cunningham, Cereal Byproducts Co., is the 1951 president and will take office in January.

BUY ILLINOIS FIRM

CAIRO, ILL.—The Hastings Grain Co. here has been purchased by David M. Barton, P. M. Barton and E. E. Jolly of Catron, Mo., and W. H. Haslauer of East Prairie, Mo. The purchasers will operate the firm as a partnership under the name of Mikco Grain Co., with the firm name taken from the states of Missouri, Illinois and Kentucky, where the firm will operate. Mr. Haslauer will manage the company.

WHITMOYER NUTRITION SCHOOL GRADUATES 25

MYERSTOWN, PA.—Whitmoyer Laboratories' 43rd Poultry Disease and Nutrition School was held at Whitmoyer's main plant and laboratory in Myerstown, Pa., recently with 25 students in attendance from seven states.

Lectures, demonstrations and motion pictures were utilized to supplement the textbook instruction that the students had received through their home study lessons. Individual poultry disease diagnosis work by the students constituted an important part of the program in order to thoroughly familiarize the students with this vital phase of poultry service work.

Prof. F. W. Hill of the animal nutrition and poultry husbandry department at Cornell University, was the guest speaker at the banquet and open forum held for the students. Prof. Hill stressed the relation of the fiber and energy content of poultry feeds to feed consumption and growth.

The next clinic is scheduled for March. Dr. James R. Wiley, director of the Whitmoyer School, will send information to anyone who is interested in attending the school.

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6% Increase in 1951 Pig Crop Seen; Short Feed Grains Supply Forecast

WASHINGTON—A 6% increase in the 1951 pig crop was forecast this week by the U.S. Department of Agriculture when it published its official estimate of a spring crop of approximately 63.5 million head. This estimate confirms earlier predictions of the Bureau of Agricultural Economics at USDA and is considerably higher than the rise of less than 1% forecast by the college survey committee of the American Feed Manufacturers Assn.

USDA Grain Branch officials were quick to declare that this report means that 350 million bushels of corn will have to be drawn from the corn reserves to feed out the animal population this year and that the upward trends in grain consuming animal units clearly indicate that the nation cannot continue to expand its meat animal supply unless it plows up every available acre of land for animal feed supplies.

One official went so far as to comment that we are heading into another period when feed grains will be inadequate to meet grain consuming animal unit demands and that starting next year the nation will feed wheat at the rate of 250 million bushels annually for a period of four years. In this coming year part of this wheat use can be filled from the heavy supplies of Canadian wheat, which only meets a feed grade, but starting in 1952 domestic wheat will be fed at the rate of 250 million bushels per year if the animal expansion trend is unchecked.

This USDA official declared that with other acreage requirements for soybeans there can only be expected cultivation of 90 million acres of corn land, of which approximately 60 million acres will be in the Corn Belt.

ESA Advisors Comment

Economic Stabilization Agency advisors greeted the pig crop news with approval, seeing in it a potential damper on any headlong runup in meat prices; but they agreed that corn markets might be vulnerable to bullish pressure. However, they predicted that a decline in poultry flocks in the face of increasingly unfavorable feeding ratios would compensate to some extent and reduce the immediate pressure on corn prices. One ESA consultant said that if the food price line can be held without serious sustained break-throughs during the late winter and good crop conditions are indicated the food price control problem will ease and with careful management it may be possible to avoid imposition of controls.

This comment, of course, is in the most optimistic vein and is one seasoned with hope.

This consultant agreed with the USDA estimate of the danger of an imbalance between animal numbers and feed grain supplies but expressed the opinion that the nation can outproduce demand and that under pressure corn acreage should be broadly expanded to bring out crops of the magnitude of 3.5 to 4 billion bushels, which would maintain a heavy carryover protection each year.

Interest in the distribution of the spring pig crop centered in the higher than the national rate of increase over last year in the north central Corn Belt states which shows an advance of 14% over the 1950 spring pig crop.

Trade sources immediately turned their attention to the corn and protein meal requirements in the north central states where the corn supplies are seen as inadequate to meet overall feeding requirements if that region is to be the source of commercial corn supplies. It was forecast by the trade that heavier inroads will have to be made on government corn stocks held in that region and that the free corn supply will be even tighter than had been predicted earlier.

Plans Are Higher

Hog producers' plans are higher than earlier indications revealed, as for example in the number of sows farrowed in the 1950 fall season which is now estimated at 6,117,000 head, or 7% over last year and 2% higher than had been forecast in June, 1950. Again the north central Corn Belt region leads the nation with an increase of 12%, against the national increase of 7%.

The 1950 pig crop is estimated at 100,654,000 head, 5% over 1949. In the Corn Belt the rate of increase is 8% over the year earlier.

The figure on pigs saved per litter has been higher in the nation for the spring and fall 1950 pig crops. Again the north central region leads in the percentage increase as compared with the national advance. In the 1950 spring pig crop, pigs saved per litter in the north central area were 6.33, as compared with 6.31 in the nation. In the 1950 fall crop, pigs saved per litter were 6.74 in the Corn Belt and 6.65 for the nation. The number of pigs saved in the fall litter was the highest on record for that season.

The distribution of farrowing sows again reflects a reduction for the months of June and July and continued higher levels in August and September.

The 1950 fall pig crop (June-December) is estimated at 40,657,000 head, 9% larger than 1949 with advances shown in all areas except in the north Atlantic and western states. In the west north central states the fall pig crop was up 17%; in the east north central, up 12%. The reductions in the other areas where pig numbers are relatively small did not act to influence the overall national increase.

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MILLER PUBLISHING CO. ANNOUNCES CHANGE OF ADDRESS IN NEW YORK

The New York City branch office of the Miller Publishing Co., publisher of The Northwestern Miller, Feedstuffs, The American Baker and Milling Production, has been moved from 23 Beaver St. to 114 E. 40th St., New York 16. All communications should be sent to the new address.

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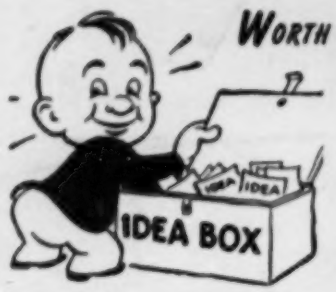

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A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

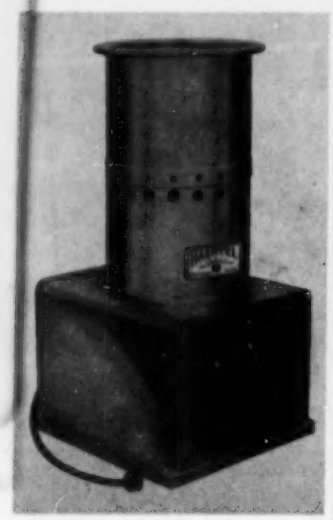
FEEDSTUFFS
118 So. 6th St. Minneapolis, Minn.

No. 2164—Industrial Dehumidifier

The Walter Haertel Co. has announced a new junior commercial and industrial Haertel Dehumidifier "50."

Powered with a ⅙ h.p. hermetically sealed "Freon" condensing unit, the new addition to the Haertel line has a maximum 24-hour capacity of 50 lb. water removal from the air. The Haertel Dehumidifier "50" is said to account for 26% increased efficiency over conventional dehumidifiers.

The company points out that high humidity can be of importance to the feed and seed manufacturer and dealer because in most instances moisture contaminates everything it touches, spoiling or damaging items in the process of manufacture or storage. Controlled humidity, on the other hand, retards deterioration in storage of many products.



Of particular importance to feed and seed dealers is the fact that high humidity corrodes and rusts machinery and instruments, causes bags to become stained in storage, causes grains and seeds to germinate in storage, and encourages the growth of bacteria and the decomposition of organic matter.

Basement and other storage which is unsuitable under most conditions can be made usable through the control of humidity, the company points out. Further information is available from the manufacturer.

No. 2161—Molasses Supplement

Fleischmann's "Mo-Con," a new product containing only blackstrap molasses and brewers' grains, has been announced by Standard Brands, Inc., manufacturer of "Fldy" irradiated dry yeast.

According to the manufacturer, Mo-Con is dry, free-flowing, does not cake, and is conveniently packaged and easy to use in feeds or as an addition to grass silage. Each 50-lb. bag contains the equivalent of 33⅓ lb. liquid blackstrap molasses on dried brewers' grains. "Three 50-lb. bags of Mo-Con, therefore, supply the equivalent of 100 lb. liquid blackstrap molasses, and can be used to replace liquid molasses on that basis," it is claimed. The guaranteed analysis is: Protein (min.) 11%, fat (min.) 2.5%, fiber (max.) 10% and N.F.E. (min.) 60%.

The manufacturer states that "Mo-Con provides molasses for mixers with no liquid molasses equipment, and enables mixers with liquid molasses equipment to add more molasses." Farmers making grass silage will appreciate its convenience, it is pointed out.

No. 2163—Booklet on Chlorophyll

In order to take care of the increased demand for chlorophyll, American Chlorophyll, Inc., points out that it has tripled its plant capacity within the past three months.

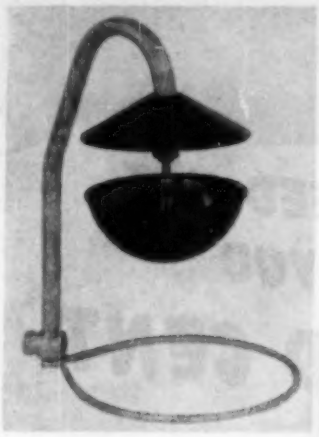
According to Charles Bowman, sole distributor of the company's products, this increased demand has been occasioned by new discoveries in the uses of chlorophyll in pharmaceutical and commercial deodorant use.

The wide publicity given to chlorophyll as an internal deodorant for human uses by national publications has not only resulted in creating a huge chlorophyll tablet business, but has stimulated sales and interest in other therapeutic uses of the product, it is claimed.

Upon request, Charles Bowman & Co. is mailing Dr. Walter Eddy's booklet "Chlorophyll in 1950" which has just been published. The new up-to-date monograph is said to be very helpful to technical personnel. It correlates the current developments in the industry and is written in a manner that is understanding to both the layman and technician.

No. 2154—Fountain Bowl Guard

Newly added to the "Little Giant" line of automatic poultry fountains and accessories is a simple, inexpensive bowl guard. It prevents birds from roosting on the rim of the fountain bowl, thereby keeping dirt and



litter from falling into the water. Made of durable, hard plastic, the bowl guard fits on pipe above bowl. It is adjustable to various heights by a set screw and can be installed in a minute's time by the poultryman, it is claimed.

No. 2165—Poultry Watering Trough

A new automatic watering trough has just been placed on the market by Brower Mfg. Co. The trough is so designed that it can be used for chicks, broilers, pullets, hens, poults or turkeys.

It has a double action valve which controls flow of water into trough. To start flow of water, trough is hung on the arm of valve. When water reaches the desired depth the weight of the water will close the valve automatically. According to the company, the trough is so designed to eliminate spilling of water as birds cannot get wattles into trough.

ALFRED VAN WAGENEN NAMED TO NEPPCO POST

TRENTON, N.J.—Dr. Alfred Van Wagenen has been unanimously selected as managing director by the board of directors of the Northeastern Poultry Producers Council, to succeed the late Leon Todd. Dr. Van Wagenen has served NEPPCO as its marketing specialist and on occasion as acting managing director, during the past five years, and was also one of the group which founded the council in 1931.

He is a native of New York State, graduated from Cornell University in 1930, specializing in poultry husbandry, in which he also instructed at the university. He was in charge of poultry and egg marketing teaching and research in the department of agricultural economics and farm management at Cornell for six years, and following that was associate professor in the Ohio Agricultural Experiment Station at Ohio State University.

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No. 2161—Molasses Supplement
No. 2163—Booklet on Chlorophyll
No. 2164—Industrial Dehumidifier
No. 2165—Poultry Watering Trough

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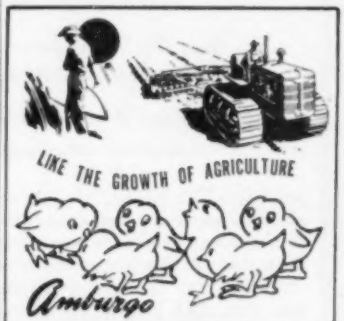

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Increased Receipts of Alfalfa at K. C. Find Ample Outlet

Offerings of baled alfalfa were well received at Kansas City during a recent period, according to the Production and Marketing Administration market news service.

Arrivals during the week's period totaled 41 cars, compared with 25 a week earlier and 25 a year ago. A sizeable backlog of orders in dealers' hands, plus improved local feeding demand, provided ample outlet.

There was considerable competitive bidding for the best quality offerings, and sales were generally at or near the top of the range of quotations. Sales for the period included one car at $36, one at $34, two at $32, four at $30, three at $28, two at $27, three at $26, two at $25 and two at $24 ton. Nominal quotations by grade: No. 1 extra leafy $36 and up, No. 2 extra leafy $33@35.50, No. 1 $30@32.50, No. 2 leafy $27@29.50, No. 2 $23@26.50, No. 3 leafy $20@22.50, No. 3 $17@19.50, sample grade $14@16.50 ton.

In the Platte Valley of Nebraska, trading in baled alfalfa continued very slow, with milling interests and local feeders the prinicpal outlet. Twenty-three cars of baled alfalfa were reported out of principal loading stations and 68 cars of alfalfa meal. Truck demand for baled alfalfa was slow, but some trucks moved baled prairie hay to western Nebraska and Colorado. Prices held about steady, with first cutting selling at about $10@12 loose, f.o.b. fields, second and third cuttings at $14@16. Baling and loading were $6@7 additional. Prairie hay moved at $14@16, baled, f.o.b. farms. The alfalfa meal market was a little stronger and 17% dehydrated moved at $54@56, f.o.b. loading points. A few cars of meal were being shipped into the valley from California and Arizona for mixing and blending in transit. Shipments of meal from the valley moved to scattered points in Iowa, Minnesota, Illinois, Indiana, Wisconsin and Ohio and a few cars into eastern states.

Trading in baled alfalfa in the Larned, Kansas, area was slow, with a light demand. Only an occasional truck load moved from farms to feeders and dairymen. Utilization of abundant supplies of sorghum roughages and pasturage was reducing the use of hay in feeding rations. Alfalfa prices held steady, with short supplies of top quality holding a firm position. Quotations were $25@30, baled at barns, for the better quality offerings.

On the prairie hay market at Kansas City, demand was sufficient to absorb all the hay that was placed on sale. Local feeding interests were in the market for supplies, and dealers reported some shipping interest. Arrivals totaled 25 cars, compared with 27 a week earlier and 21 for the same week a year ago. Sales of the best quality offerings were mostly at the top of the quoted range and in some instances brought premium prices. Sales included eight cars at $18, one at $17.50, five at $17 and one at $16 ton. Nominal quotations by grade: No. 1 $17.50 and up, No. 2 $15@17.50, No. 3 $12@14.50, sample grade $10@11.50 ton.

NEW GANO ELEVATOR

KINSLEY, KANSAS—A new 85,000-bu. grain elevator is being erected here by the Gano Grain Corp., east of the firm's present elevator. Of steel construction, the new elevator will consist of four large tanks 22 ft. in diameter, plus three smaller tanks over the driveway. A conveyor system will be installed so that additional tanks can be added later. The Cramer Construction Co. of North Platte, Neb., has the contract. The structure is scheduled to be completed about February next year.

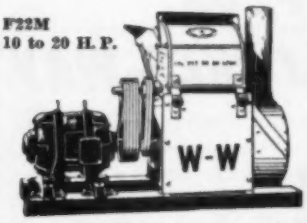
DOUGHBOY PREMIUM PULVERIZED WHITE OATS

are OATS OATS all OATS and nothing but OATS!

Doughboy INDUSTRIES INC

W-W STANDARD MODELS---OUR "BEST SELLERS"...

F22M
10 to 20 H. P.



Feed opening 18" wide and a perfect pulverizer as well as coarse grinder. For small feed plants will quickly pay for itself in low grinding costs.

F25M
25 to
40 H. P.

Feed opening 18" wide and with cylinder larger in diameter than F22M. Our most popular model for all types of grinding or pulverizing.

F18-O-18M
25 to
30 H. P.

Same size as F25M but higher grinding chamber and solid hood permitting easy spouting-into. Screens change in front quickly and with greater ease.

F18-O-24M
30 to
40 H. P.

Has a feed opening 24" wide and 18" high. Ideal for bulky material and an excellent pulverizer. An excellent model for portable mounting.

● All W-W models are truly heavy-duty and built strong according to horsepower requirements—each is more ruggedly built than the motor required for power. No pregrinding necessary on any model as the star cylinder takes care of the slugs, acting as a heavy powerful flywheel.

● All W-W models are perfect and fast pulverizers and the model depends only upon your capacity requirements. Blowers below keep screens open, enabling W-W Grinders to grind faster with less horsepower. Also enable W-W Grinders to grind materials with high grease content.

MODELS SHOWN will be more fully described in future issues—and are completely described in our catalog. ASK FOR IT.

THE W-W GRINDER CORPORATION
Dept. 311, WICHITA, KANSAS

W-W MODELS OF TREMENDOUS STRENGTH AND CAPACITY—BELOW . . .

F27M
50 to 75 H. P.
Shaft 4¼"

MAIN BEARINGS
RATED 3450 LBS.
AT 3600 R. P. M.
24" WIDE

F28M
75 to 100 H. P.
Shaft 4¼"

MAIN BEARINGS
RATED 3450 LBS.
AT 3600 R. P. M.
30" WIDE

F29M
100 to 150 H. P.
Shaft 4¼"
MAIN BEARINGS
RATED 3450 LBS.
AT 3600 R. P. M.
36" WIDE

F27M SPECIAL, F28M and F29M are powerfully built and grind or pulverize to enormous capacity and at a low grinding cost per ton.

● Each main bearing rated 3450 lbs. at 3600 R. P. M. and blower bearings rated at 1960 lbs. each. The finest alfalfa breakdown grinder built and the star cylinder is the finest pulverizer built.

● For either fine or coarse grinding. These great models will grind at a lower cost per ton than any grinder built. Crowd them with the toughest materials and they will stand up under the most trying conditions.

THE FEEDERS' SILENT PARTNER
TUXEDO FEEDS

Season's greetings, best of wishes
For Yuletide good cheer —
And to all our dealer friends,
A prosperous New Year!

THE EARLY & DANIEL CO.
CINCINNATI, OHIO • ESTABLISHED 1881

CONVENTION CALENDAR

Jan. 3-7—Greater New York Allied Industry Poultry and Farm Show; Grand Central Palace, New York; sec., Cliff T. Alden, Roslyn Heights, N.Y.

Jan. 5-6 — Kansas Seed Dealers Assn.; Hotel Broadview, Wichita, Kansas; sec., C. E. Case, 823 Wiley Bldg., Hutchinson, Kansas.

Jan. 8-9—Ohio Grain, Mill & Feed Dealers Assn.; Netherland Plaza Hotel, Cincinnati; acting sec., H. E. Frederick, P.O. Box 267, Marysville, Ohio.

Jan. 10-12—American Dehydrators Assn.; Broadmoor Hotel, Colorado Springs, Colo.; sec., Lloyd S. Larson, 53 W. Jackson Blvd., Chicago 4.

Jan. 11-12—Missouri Poultry Council, Missouri Hotel, Jefferson City; sec., E. B. Winner, 201 Waters Hall, Columbia.

Jan. 12—Arkansas Feed Manufacturers Assn.; Marion Hotel, Little Rock; sec., James Dunaway, Thibault Milling Co., Inc., Little Rock.

Jan. 14-16—Southeastern Poultry & Egg Assn.; Municipal Auditorium, Atlanta, Ga.; exec. sec., R. F. Frazier, P.O. Box 538, Richmond 4, Va.

Jan. 15-16-17—North Dakota Poultry Industries Convention; Elks Club, Fargo, N.D.; sec., Lloyd Forness, Poultry Improvement Board, Capitol Building, Bismarck, N.D.

Jan. 16-17—Kansas Formula Feed Conference, sponsored by Kansas Department of Agriculture; Kansas State College and Midwest Feed Manufacturers Assn.; Kansas State College, Manhattan, Kansas.

Jan. 17-21—Boston Poultry Show, Mechanics Building; chairman, Paul Ives.

Jan. 21-23—Indiana Grain & Feed Dealers Assn.; Hotel Claypool, Indianapolis; sec., Fred K. Sale, 800 Board of Trade Bldg., Indianapolis.

Jan. 22-23—Northwest Retail Feed Assn., Inc.; Hotel Nicollet, Minneapolis; sec., W. D. Flemming, 408 So. 3rd St., Minneapolis 15.

Jan. 25-26—Allied Industry Conference, sponsored by the Northeastern Poultry Producers Council; Penn Sheraton Hotel, Philadelphia; sec., A. Van Wagenen, 11 W. State St., Trenton, N.J.

Jan. 25-27—Poultry & Egg National Board annual directors and allied industry meeting; Hotel LaSalle, Chicago, Ill.; sec., L. A. Wilhelm, 308 W. Washington St., Chicago 6.

Jan. 27-28 — International Baby Chick Assn.; for hatcherymen, La Salle Hotel, Chicago; sec., Don M. Turnbull, 15 W. 10th St., Kansas City, Mo.

Feb. 11-13—Fact Finding Conference; Institute of American Poultry Industries, Kansas City, Mo.; sec., C. W. Pratt, 110 No. Franklin St., Chicago 6.

Feb. 15-16—Midwest Feed Manufacturers Assn.; Hotel President, Kansas City, Mo.; sec., J. D. Dean, 20 W. 9th St. Bldg., Kansas City.

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THE JERSEE CO. MINNEAPOLIS, MINN.
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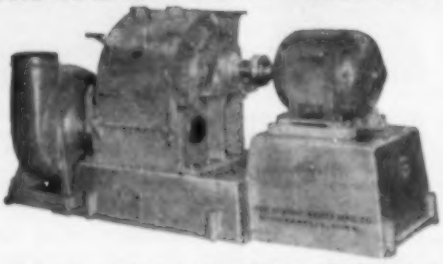
STRONG-SCOTT
HAMMER FEED GRINDER



For general custom grinding, the STRONG-SCOTT has no equal. Greater capacity, a more uniform product, sturdy construction and minimum maintenance expense all contribute to lower grinding costs per ton and increased profits for you. Outstanding features. Before you buy any feed grinder, be sure to investigate the many merits of this fine mill.
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"Everything for Every Grain Elevator, Feed Plant and Cereal Mill."
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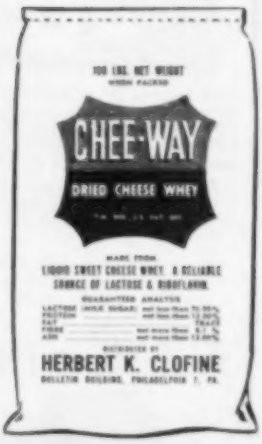
DRIED CHEESE WHEY
70% Lactose!



It is 70% LACTOSE because it has all the original lactose of liquid cheese whey. Nothing has been removed except water.
CHEE-WAY is guaranteed FREE RUNNING. It will not cake or harden because it is made by an entirely new process.

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Supreme Brand Dried Skim Milk
Supreme Brand Dried Buttermilk
Supreme Brand Condensed Buttermilk

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LET YOUR BORDEN MAN HELP YOU WITH YOUR REGISTRATION PROBLEMS

Here are four things to consider about ANTIBIOTICS when you register for 1951:

1 **Limited Use:** Research has found no benefit from the use of antibiotics in any type of ration except those for early growth. For example, don't waste antibiotics in laying mashes.

2 **High Requirement:** According to studies by the U.S.D.A., a minimum of 10 grams per ton of a proved antibiotic or combination of two or more are apparently required for any measurable chick growth stimulation. Pigs and poults may require even more. The same studies indicate that antibiotics work far more effectively in high-quality feeds. Don't waste money by using too little or adding antibiotics to second-grade feeds.

3 **Substantial Cost:** Since new regulations require antibiotic producers to guarantee potency, the cost of adequate antibiotic fortification may be an important factor in the economics of feed merchandising.

4 **Let Borden Help:** Most Borden Supplements will be available with or without specified levels of Borden's specially developed blend of proved antibiotics. And Borden nutritionists will help you use them most effectively and economically.

And here are four things to consider about the use of VITAMIN B_{12}:

1. **The need:** Vitamin B_{12} is required in most poultry and swine feeds for top efficiency. The tentative minimum requirement for both growing chicks and pigs is around 13 milligrams per ton of feed. It is usually more efficient to supply the major part of this requirement from natural sources because of . . .

2. **Related Nutrients:** Research has indicated that the proper utilization of this vitamin is related to other factors such as riboflavin, methionine, choline and possibly the "whey factor." Natural sources of vitamin B_{12} can, by selection, be good sources of these related nutrients.

3. **Cost:** Vitamin B_{12} concentrates are still relatively expensive. While they have a definite place in helping to standardize levels of this vitamin, proper fortification at lowest cost is usually a matter of careful formulation and adequate use of natural sources.

4. **How Borden Helps:** Most Borden poultry and swine supplements used as recommended will supply at least minimum levels of vitamin B_{12} from both natural and fermentation sources. These products will also have the balance of related nutrients to help you get full utilization of B_{12}.

LET'S TALK IT OVER!

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Special Products Division
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Yes, I would like to discuss my 1951 registration problems with a trained Borden specialist.

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that protect your customers' "MILK FACTORY"

7 DR. LEGEAR PRODUCTS — NATURALS FOR THE HEALTH OF COWS

DR. LEGEAR'S UDDER OINTMENT

A soothing preparation for the external massage of bruised, caked or chapped udders. Effective for treating sore teats and cuts. 7 oz. pkgs.

DR. LEGEAR'S CALF DEHORNER

Removes horns from baby calves the easy, painless way. Available in ½ oz. Bottles with Applicator.

DR. LEGEAR'S GRUB DUST

May be dusted or sprayed on cattle. Kills grubs quickly. Approved formula of U. S. D. A. — 10 oz. Sprinkle-top cans.

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A fine, non-irritating antiseptic powder for the control of Pink-Eye. In 10 Gram Spray Vials.

DR. LEGEAR'S COW PRESCRIPTION

Just the tonic needed by dairy cows before and after calving, when off feed and for helping them grow out strong calves. Supplies tonics for conditioning the digestive tract, copper and iron to prevent secondary anemia and iodine to prevent goiter. Packaged in ¼, 1½, and 4½ lb. Pkgs., 25 lb. Pails, 100 lb. Drums.

DR. LEGEAR'S MASTITIS* TREATMENT

Dr. LeGear's Mastitis Treatment Penicillin - Dihydrostreptomycin Ointment for the safe, effective, economical and easy prevention and treatment of mastitis caused by Streptococcus Agalactiae, Streptococcus Dysgalactiae, Aerobacter Aerogenes and Escherichia Coli in dairy cows and milk goats. Just squeeze a tube of Mastitis Treatment into each affected quarter.

DR. LEGEAR'S CALF VITAMINS

A combination of vitamins A, D and Nicotinic acid to aid in preventing and controlling nutritional scours in young calves. A must for newborn calves—safe—easy to give. Effectively controls scours and allied diseases due to lack of these vitamins. 20 and 100 Capsule Pkgs.

DR. LEGEAR'S Prescriptions for LIVE STOCK—POULTRY—DOGS

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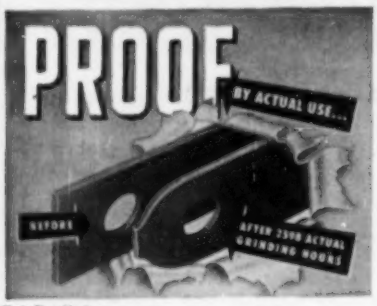

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4 to 5 Times Longer

Pacal Hammers are made of special alloy steel to individual specifications. They wear down uniformly and form a concave cutting edge. This cup-like striking end makes for more thorough crushing and grinding with any mill.

No finer hammers are made.

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VITA-GEE

Live yeast culture — Natural high animal protein factor (B_{12}). Vita-Gee contains Vitamins essential for growth, development and reproduction. Vitamin assay guaranteed. Get details now.

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Schedule Nutrition Demonstrations for Kansas Conference

MANHATTAN, KANSAS—Demonstrations of nutritional deficiencies and their prevention will be a feature of the annual Kansas Formula Feed Conference to be held Jan. 16-17 at Kansas State College, according to F. W. Atkeson, head of the Kansas State dairy husbandry department, who is program chairman.

Live animals, pictures and displays will be used in the demonstrations.

Animals are being fed experimental rations now to show the need and effect of many trace dietary essentials, such as vitamin A, vitamin B_{12}, thiamin, riboflavin and manganese. Digestion stalls showing dairy calves on digestion trials will be on exhibit. Charts showing bone abnormalities in pigs caused by mineral deficiencies will also be presented.

The effect of vitamin A on hatchability of eggs will be indicated by eggs set to hatch four days before the meeting. The effect on butterfat content of milk caused by the physical characteristics of roughages will be another demonstration. These and many other demonstrations will be a part of the conference program.

Sponsoring the conference are Kansas State College, Midwest Feed Manufacturers Assn., Kansas Grain, Seed & Feed Dalers Assn. and the Kansas State Board of Agriculture.

Several speakers will present talks of particular interest from the business viewpoint of feed handlers and dealers. Dean Ellet, Harlan, Iowa, will discuss how to increase feed sales volume. What is new in labor-management relations will be the subject of Dr. A. A. Holtz, Kansas State College, and money management will be discussed by Ed Ronneau, Kansas City, vice president, National Men's Credit Bureau. A radio panel which is planned by members of the feed industry will be transcribed and played back for those in attendance.

Dr. Carl F. Huffman, Michigan State College; Dr. Thomas H. Jukes, Lederle Laboratories, Pearl River, N.Y., and Dr. Herman J. Almquist, Grange Co., Modesto, Cal., have been previously announced as speakers on current nutritional topics. Representing Kansas State College will be James A. McCain, president, Dr. J. S. Hughes, Dr. E. E. Bartley, and Dr. D. B. Parrish. The other sponsoring agencies will also be represented on the program, Prof. Atkeson said.

Dr. M. I. Lebeaux

JOINS HILLTOP—Dr. M. I. Lebeaux has been named associate laboratory director at Hilltop Laboratories, Minneapolis. His appointment was announced by Fred H. Moore, president and manager of Hilltop. During the last several years Dr. Lebeaux has been in private large animal and poultry practice in Idaho, where he and his colleague were among the first to discover Newcastle disease in that state. He will direct the scientific research, extended educational program for dealers and servicemen and the poultry disease diagnosis service at Hilltop. A graduate of the school of veterinary medicine of the University of Pennsylvania, Dr. Lebeaux received his B.S. degree from the University of Massachusetts where he majored in zoology and poultry husbandry. The first Hilltop Laboratories Poultry Disease School, under the direction of Dr. Lebeaux, will be held Jan. 9-11 in the new school facilities in the company's office. Further information and details may be obtained from Dr. M. I. Lebeaux, Hilltop Laboratories, 718 Washington Ave. N., Minneapolis.

Ricket Study Shows Need for Phosphorus in Diet

BERKELEY, CAL.—Research at the University of California has demonstrated that all the vitamin D and calcium in the world will not stop the development of rickets if there is a severe deficiency of phosphorus.

The verification of work done at Johns Hopkins was obtained by feeding a special diet of sugar, purified beef blood and vitamins to rats. The rats received all the nutritional elements for a well balanced diet with the exception of phosphorus.

By special treatment of the beef

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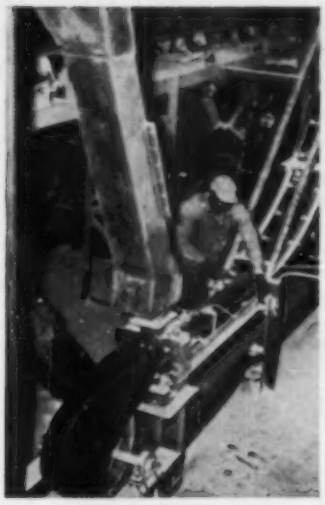

ZIPPER BELT—One of the many new developments included in the recently reopened plant of the Stone Mountain Grit Co., Lithonia, Ga., is the zipper conveyor belt shown in the picture above, used for conveying granite poultry grit. The belt opens to receive and discharge its load and between the two points it is closed and travels as a large tube. The new plant at Lithonia replaces one which was destroyed by fire several months ago.

blood the scientists achieved the "most complete deficiency" of phosphorus ever reported.

In spite of adequate amounts of calcium and vitamin D, considered to be essential in the prevention of the disease, severe rickets developed in the animals.

37% of DHIA Cattle Are Registered, USDA Survey Shows

WASHINGTON — Approximately 37% of the cows now enrolled in dairy-herd-improvement associations are registered, according to estimates made by state extension dairymen and compiled by the Bureau of Dairy Industry, the U.S. Department of Agriculture has announced. In 1940, the last time a similar survey was made, 32% of the cows in DHIA herds were registered.

The bureau reports that on Jan. 1, 1950, there were 404,293 registered cows on test in local associations in all the states and Hawaii. This is 37.1% of 1,088,872, the total number of cows on test.

In the following 10 states, 50% or more of the cows in DHIA herds are registered: Ohio, North Dakota, Kansas, Massachusetts, New York, New Hampshire, Pennsylvania, Delaware, Indiana and Maine.

Approximately 48% are registered in the following states, where more than half of all DHIA cows are located: Minnesota, Iowa, Missouri, Wisconsin, Illinois, Indiana, Ohio, Michigan, Pennsylvania and New York.

The number of registered cows by breed is: Ayrshire, 25,800; Brown Swiss, 15,692; Guernsey, 84,249; Jersey, 70,867; Holstein, 198,027, and other breeds, primarily Shorthorn, 9,658.

Dr. J. F. Kendrick, head of the bureau's Division of Dairy-Herd-Improvement Investigations, said the rapid growth of the artificial-breeding program has been one of the important reasons for the increase in registered animals in DHIA herds in the past 10 years. Membership in an artificial-breeding association has made it possible for the dairyman with a small herd to have the services of high-quality registered sires at comparatively low cost. The availability of these superior blood lines has been an incentive for DHIA members to purchase one or more good registered cows from which to raise their own herd replacements. This is resulting in a gradual shift from grade to registered animals in many DHIA herds, Dr. Kendrick said.

CALIFORNIA ASSOCIATION SCHEDULES 1951 MEETING

SACRAMENTO, CAL.—The California Hay, Grain & Feed Dealers Assn. will hold its 27th annual convention April 19-21, 1951, at the Fairmont Hotel in San Francisco.

Vincent P. Finigan of the Warren Grain Co., San Francisco, is general chairman of the convention. Committee chairmen include Gary Alford of Globe Mills, program; William Drumm of Cargill, Inc., finance; Ed Iverson of Riverside Elevators, entertainment, and Conrad Schilthuis of Continental Grain Co., housing.

The annual informal dinner dance will be held in the Gold Room of the Fairmont Hotel.

INDIANA ELEVATOR BURNS

STOCKWELL, IND.—The Stockwell grain elevator, owned and operated as a branch of the La Fayette Cooperative elevator, was destroyed by fire recently with a loss estimated at $60,000, covered by insurance. Besides the building and its equipment, the fire destroyed about 6,500 bu. grain and about 60 tons of feed.

JOHN G. MUNROE DEAD

COLBY, KANSAS—John G. Munroe, manager of the Goffe-Carkener Grain Co. here, died suddenly of a heart attack Dec. 7. Mr. Munroe came to Colby three years ago from Sterling, Colo., to manage the grain company's business here. He was widely known over Northwest Kansas. He is survived by his widow and two daughters, living in Sterling, Colo.

CARROT OIL AND OTHER VITAMIN PRODUCTS for the FEED MANUFACTURER
Feed manufacturers will find increased demand for their brand when the proper vitamins and concentrates are used. Besides carrot oil Vitamin A, Nutritional Research Associates produce a wide variety of concentrates.
Send Today for Free 36-Page Booklet on Carrot Oil Vitamins
Completely details function and uses of this great conditioner and describes 15 NRA feed concentrates offered. Every feed manufacturer should have a copy.
NUTRITIONAL RESEARCH ASSOCIATES, INC.
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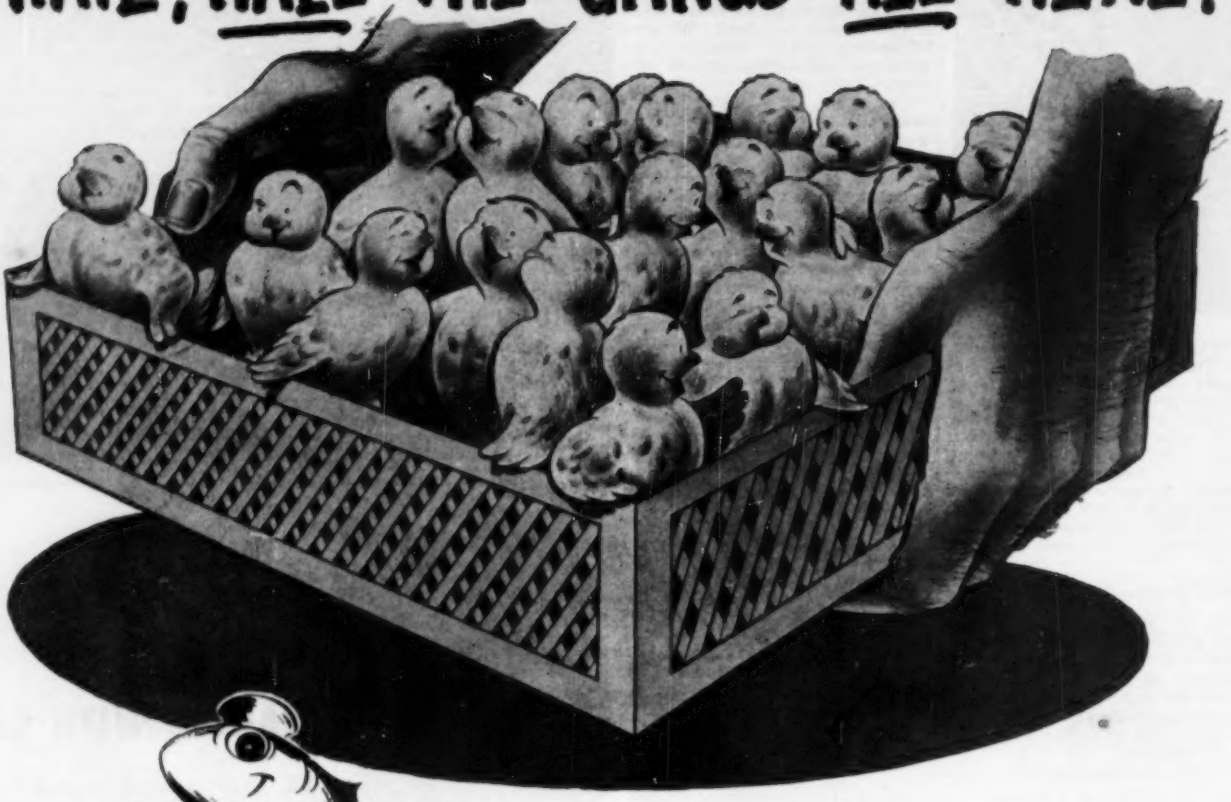
HAIL, HALE-THE GANG'S ALL HERE!



PAPROCO west coast condensed

FISH SOLUBLES

APF...and lots more, too!

High hatchability is a matter of actual record when poultry breeding flocks have been Paproco fed. Paproco-enriched feeds help achieve increased hatchability because Paproco condensed fish solubles is the rich, natural source of the APF complex including Vitamin B-12 and the entire B-complex vitamin group, amino acids from fish proteins, plus essential trace minerals. Paproco provides a potent "punch" for feeds because it contains the all-important carry-over factors which mean sturdier, healthier poults and chicks. The B-12 potency of Paproco condensed fish solubles is guaranteed. 3 per cent Paproco condensed fish solubles per ton of feed (60 lbs.) is guaranteed to contain 15 milligrams of B-12.* This is ample for the nutritive requirements of both poultry and swine in any practical ration.

**Microbiological Assay with L. Leichmannii*

B-12 POTENCY GUARANTEED

Data on the amino acid analysis of protein and B-complex vitamins furnished on request. Made by the Lassen Process, Paproco is a product of Pacific Processing Corp., world's largest producer of fish solubles. Write for descriptive booklet.

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TELEPHONE MUTUAL 1371

Emotional Stress May Be the Cause of Many Accidents

An entirely new slant on the causes of many industrial accidents has been developed as a result of a study made recently in a large manufacturing industry. In summarizing an investigation of 1,943 lost-time accidents to 7,103 personnel, Willard A. Kerr, associate professor of psychology of the Illinois Institute of Technology, and his associates advance the proposition that the stress of personal readjustment is the psychological cause of a large proportion of all industrial accidents.

It is pointed out that too often the term "accident prone" is used as a reason for an individual's high accident frequency. This term is all too general and, in reality, does not bring out the specific cause of the accidents.

An employee may be "accident prone" because of several reasons, including poor sensory-motor coordination, low tolerance for difficulties in the type of work, and worry about family, disease, finances, or some combination of chronic and seemingly insoluble personal problems.

In dealing with one of the specific causes of accident proneness, it is shown that workers under stress, adjusting to new circumstances, have significantly more accidents than do other workers. The average work life includes at least two major adjustment periods during which there is increased probability of unsafe behavior and accidents.

Younger workers (ages 16 to 25), although superior in sensory-motor coordination, lead all age groups in accidents. During these years, the worker is subjected to an adjustment to the rapid sequence demands of industry, courtship, marriage, equipment-buying, child-rearing, etc. The other major readjustments occur in middle life when heightened worries about mature children, spouse, and health occur simultaneously. During the relatively adjusted period between 25 and 39, workers have fewer accidents than they do in either of the above two groups.—National Safety Council.

VANCOUVER EXCHANGE ELECTS

VANCOUVER — Members of the Vancouver Merchants Exchange at their 29th annual meeting elected a council of 14 representing all phases of business life. The new board will meet shortly to name officers for the year. The retiring president is R. D. Baker, head of the Standard Oil Co. of B.C., Ltd., and the vice president is J. A. Lindsay, head of the Vancouver Tugboat Co., Ltd. Representing grain interests on the new council and elected by acclamation are: M. W. Berridge, Canada Grain Export Co., Ltd.; J. J. Conn, Cargill Grain Co., Ltd.; J. E. Gage, Pacific Elevators, Ltd., and Philip Wolfe, Jas. Richardson & Sons, Ltd.

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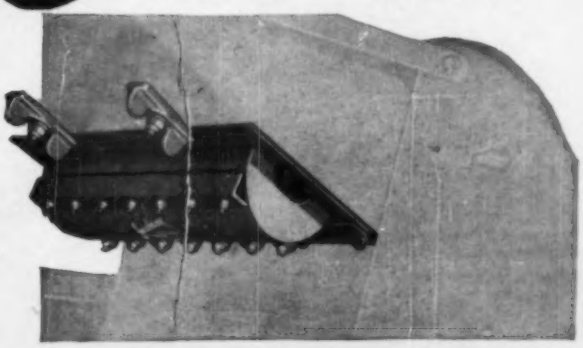

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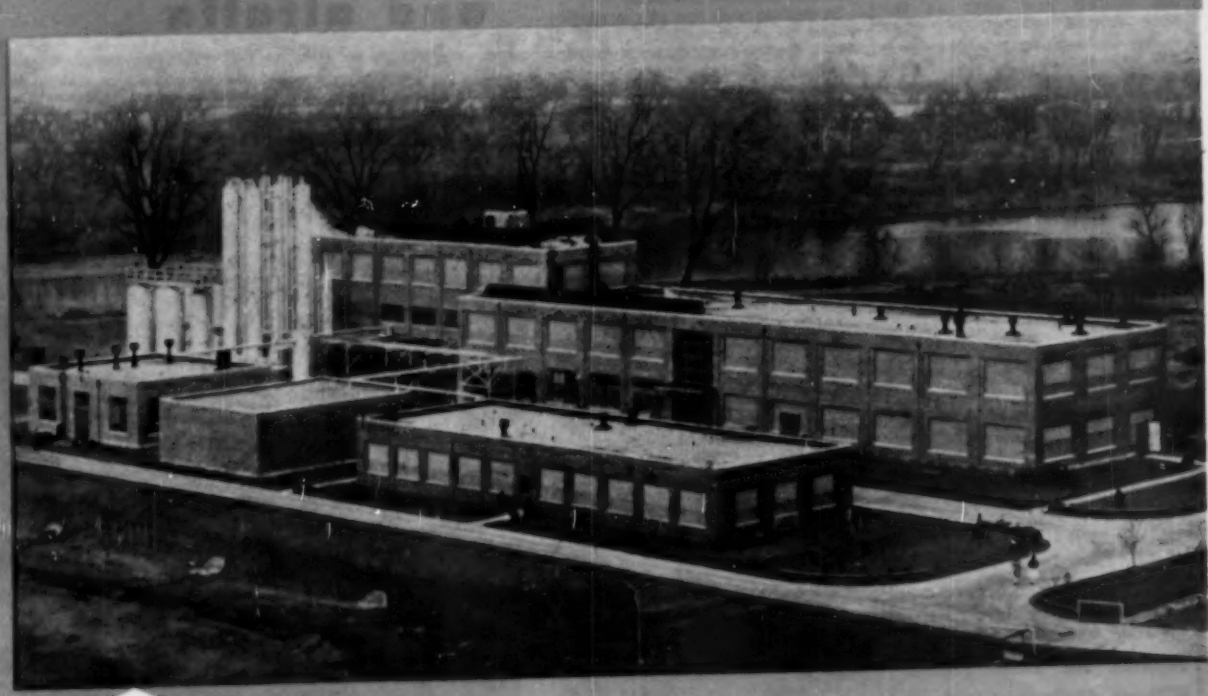
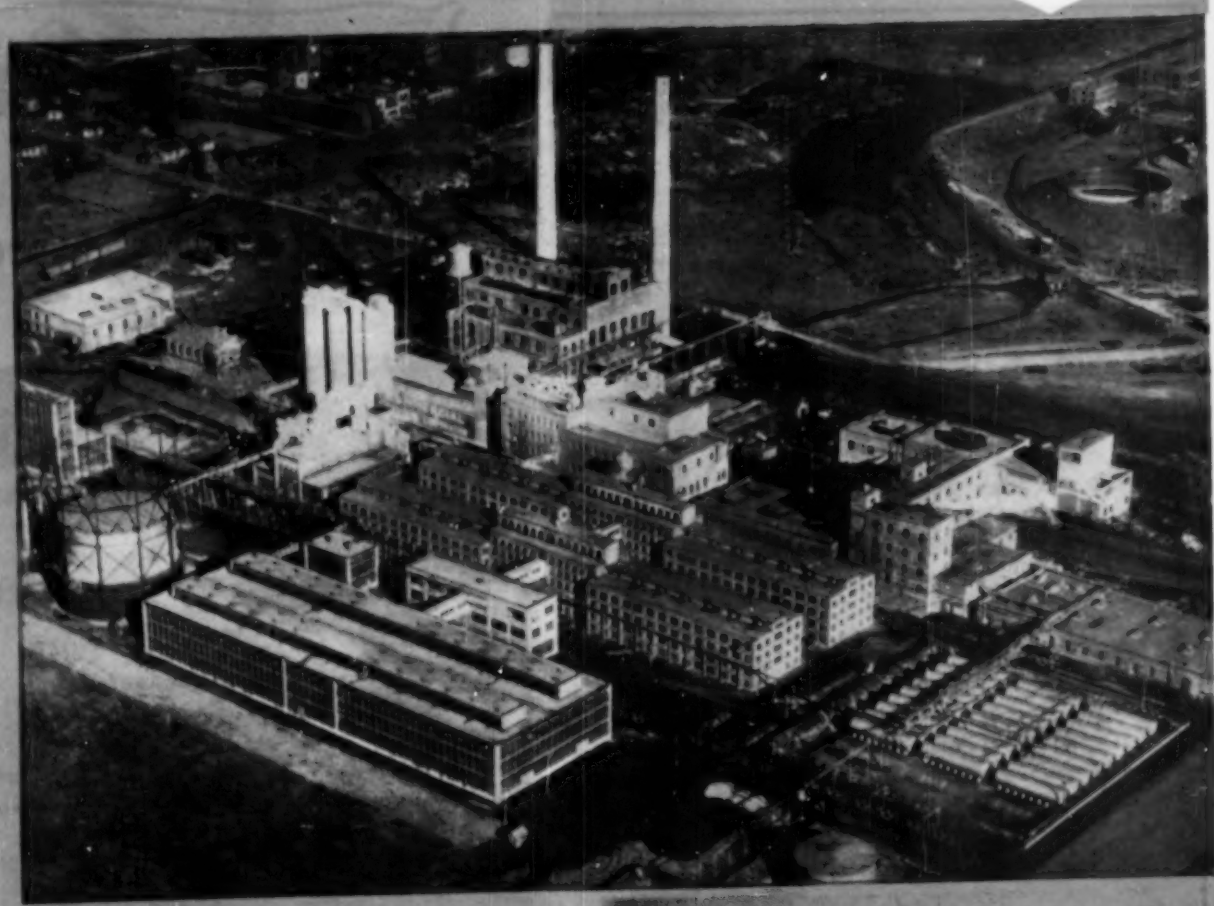


A leader in the field of antibiotics, Commercial Solvents Corporation at its Terre Haute plant was the first commercial producer of crystalline penicillin G. Bacitracin for the pharmaceutical industry has also been produced since 1948 in another large unit of the Terre Haute plant.

Notable as the first company to produce riboflavin by fermentation back in 1938, Commercial Solvents' Peoria plant is now making on a large scale the new antibiotic feed supplement—Baciform-5.



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Baciferm-5 is Commercial Solvents' antibiotic feed supplement containing bacitracin, a polypeptide antibiotic of *high molecular weight.* The large size of its molecule *prevents significant absorption* from the intestinal tract at the levels used in feeds. It is not readily destroyed by enzymes. Baciferm-5 is a dry, free-flowing product which is easy to mix and does not dust. It is light brown in color and has a pleasant odor.

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It has proven effective in stimulating the growth of poultry and swine and increasing feed efficiency. For most finished feeds the recommended level of Baciferm-5 is 2 lbs. per ton.

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It has proven stable in a wide variety of formulations and is compatible with sulfaquinoxaline, nitrofurazone, and nitrophenide.

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An efficient antibiotic feed supplement at an economical price.

AVAILABILITY

Baciferm-5 is a primary product and large production facilities assure the availability of ample quantities to take care of feed trade demands. Baciferm-5 is packed in 50-pound multiwall paper bags with cotton outer cover.

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International Livestock Show Sets New Records

CHICAGO—The International Livestock Exposition established new records during the 51st edition of the show in the International Amphitheatre at the Chicago Stock Yards. Despite adverse weather, attendance exceeded the 300,000 mark.

The 11,000 head of livestock entered in the exposition were among the highest number on record and both exhibitors and visitors said that the quality of animals in all divisions topped any previous show.

Entries came from a total of 41 states and five Canadian provinces. Four states were represented by entries for the first time and many "first time" exhibitors were present.

Show auctions, both for fat and breeding stock, brought owners over $1,500,000. Steers raised by boys and girls for the Junior Livestock Feeding Contest were auctioned at an average of $40 cwt., nearly $4 over the top price paid on the open market during the same period.

Lloyd Robinson, 19-year-old 4-H boy of Big Springs, Texas, captured grand champion honors with a 1,025 lb. Hereford steer. The animal sold for $12 lb. to the Congress Hotel of Chicago, breaking the previous record of $11.50 paid last year. The hotel exhibited the champion steer in its lobby during the week following the show.

The grand champion barrow of the exposition, a Hampshire, owned by Joe Pecharich & Son, Bushnell, Ill., also established a new high price when it sold for $3.10 lb.

Another record was broken when the champion carlot of sheep sold for $75 cwt. They were Southdown lambs owned by H. C. Besuden, Winchester, Ky., who claimed his fourth carlot win since the war.

The dates for the 1951 show have been set for Nov. 24-Dec. 1.

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STORAGE COLLAPSES — A tile grain storage tank at the Buckeye Feed Mills, Inc., Dalton, Ohio, collapsed recently, spilling 10,000 bu. corn over a wide area, destroying the feed mill's offices and causing damage estimated at $15,000 to $20,000. E. M. Stults, president of the firm, said that construction of a new tank is expected to begin soon if the foundation of the old tank is usable.

SELLS MILLING FIRM

FLUSHING, MICH.—Ellis Bristol, owner of the Riverside Milling Co., has sold to Alfred Phillips, who also owns the Flushing Elevator Co. and the Brent Creek Elevator Co. The building will later be converted into a feed and seed store, but is being used for storage for the present. Mr. Bristol, operator of the Riverside Milling Co. for 18 years, is moving to Fostoria to become manager of the Frutchey Bean Co.

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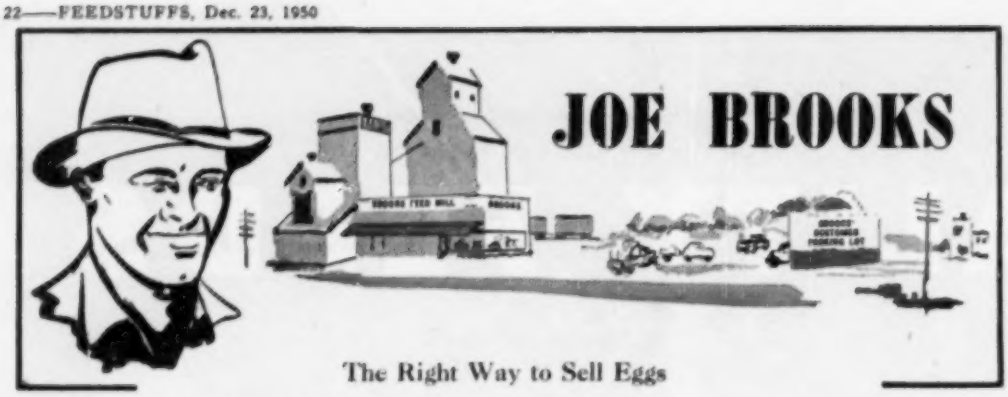

The Right Way to Sell Eggs

WHEN Joe Brooks came to work that morning, he was whistling merrily. He greeted his employees with enthusiasm in his voice, went into the office and began opening his mail. A few moments later, Pop Henley, peering through the window to Joe's office, saw clouds of smoke rising from Joe's corn cob pipe.

"Well," he announced as he came back to the mixing room, "Joe came to work whistling this morning, and now he's smoking that corn cob pipe. It means only one thing. He's got another idea."

Smiley Johnson chuckled. "Wonder what it is this time?"

"Joe's sort of like a fellow's best girl," Butterball Barlow mused. "He always keeps you guessing."

"Don't tell me you've got another dame on the string," Milt said. "I heard Lizzie gave you the air last week. Gee, you're a fast worker."

Butterball began to get red in the face. "Aw, you guys quit pickin' on me," he begged.

The employees did not have time to do much arguing on this question, for at this moment a large truck belonging to Edgar Downey, the electrical dealer, drove up. Edgar and two employees were on the truck.

The lean bespectacled electrical dealer came to the loading platform door and shouted, "Hey, you guys, give us a lift. You can go back to sleep after we leave."

"I wouldn't be an electrician for anything," Milt said in a loud voice. "Once they get shocked, they never get over it. They're sort of nuts for the rest of their lives."

Refrigerated Display Case

Downey grinned and shook his fist at them. "Yeah, well, guys who fool around with coccidiosis haven't anything to brag about either—so I guess we're even. Joe wants this refrigerated display case unloaded. Come on."

"Why didn't you say so in the first place?" Smiley Johnson said. "We like to use our muscles. It's safer than trying to use your head."

"But why does Joe want a refrigerated display case?" Butterball wondered. "Are we going to sell butter or milk?"

The display case was a big one. Joe was pretty excited when it was being moved, and he watched it being installed in his display room with evident satisfaction.

"Joe," Milt said quietly, "would I be out of order if I asked what that's for?"

For Displaying Eggs

"Why, no," the feed dealer replied pleasantly. "That's for displaying eggs. Haven't we been telling grocers and housewives that quality eggs should always be refrigerated to keep their taste and flavor?"

"Sure," Milt said.

"Well, I have made a deal with Downey to put this case in here,

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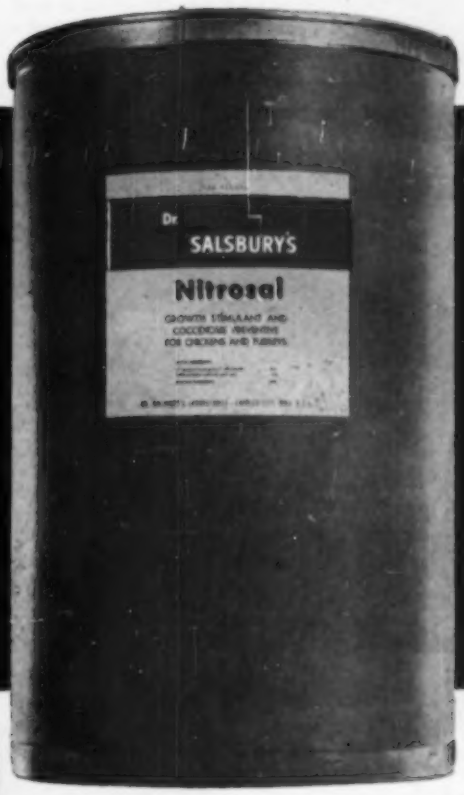

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NITROSAL is a multi-purpose chemical compound that gives your customers more profitable, faster growing birds. Extensive tests at Dr. Salsbury's Research Farm show that its G.S. factor (Growth Stimulation) increases chick growth by 15%. The G.S. factor is provided by 3-Nitro 4-Hydroxy Phenylarsonic acid.

Birds being raised for laying flocks come into production on an average of 15 days earlier. Turkeys show 15% faster growth, improved feed conversion.

Nitrosal's high effectiveness is further supported by the experiments of Drs. H. R. Bird and R. G. Lille, of the U. S. Dept. of Agriculture, who found that the above arsonic acid derivative produced extra gain even when more than adequate aureomycin and vitamin B_{12} were in the feed.

In addition to producing 15% extra weight, Nitrosal effectively prevents coccidiosis, both cecal and intestinal. It reduces mortality to a minimum. Prevents loss of weight and stunting from the effects of coccidiosis. This added coccidiosis protection costs your customers nothing extra.

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You'll discover these exclusive G.S. Factor poultry benefits—faster growth, better birds, earlier egg production, *plus* effective cecal and intestinal coccidiosis control. Nitrosal gives you more satisfied customers and larger profits.

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complete line of poultry medicines

with a card saying he has some more like it for sale, along with many other appliances. Then I have also made a deal with five of my best poultry mash customers to supply me with their highest quality eggs which I can display in this case and sell."

"But won't the grocers get mad?"

Joe grunted. "Let them get mad. I'm tired of trying to tell them how to store eggs. Many of them still keep them on counters in baskets. This is going to be an egg display that is a display, and there'll be signs around the case telling folks how to keep eggs properly to get the best taste and flavor. I'll sell 'em for a few cents premium, too."

"Think folks will buy them?" asked Pop.

Show Them How

"I know they will," Joe said. "I talked with several housewives who are disgusted with some of the store eggs they buy. They said they'd come here regularly if I could supply fresh, quality eggs. I'm going to show grocers and housewives how this egg storage and display should be done regularly, believe me."

Butterball Barlow looked a little disturbed. "But, Joe, I can't understand your attitude toward the grocers. Usually you are so cooperative with other merchants. You always preach that idea to us in the sales training meetings. Now you seem bent on antagonizing them."

Joe grinned. "I don't want to antagonize them. I want to shock them, to wake them up to what can be done in refrigerating, displaying and selling eggs. The minute some grocer comes to me and says he will buy a case like this and display eggs this way, I'll guarantee him I'll discontinue selling eggs within 30 days after he takes over. Fair enough, isn't it?"

"It certainly is," Pop Henley said. "And I think a lot of farmers are going to like the idea, too. If they know that grocers are going to show eggs better, then they'll feel like handling poultry flocks better to get more profit out of them."

"But the person who will be impressed most is the housewife," Smiley Johnson said. "She'll be delightfully surprised that she can come to a store where she can get quality eggs all the time and see such a nice display, too. If the housewives get to using more eggs, that will be a mighty fine thing for farmers and feed dealers everywhere."

"Yes, it will," Milt offered. "And if every feed dealer who has a retail showroom would work out a display like this, with the cooperation of a local electrical dealer, the proper refrigeration, display and consumption of eggs would get a tremendous boost."

Joe nodded. "Sure, a lot of other fellows can use this idea, too, if they are so inclined. I'm going to push it to the limit to get local egg sellers to cooperate in handling eggs properly. I'm going to advertise to tell people to come here to see eggs properly displayed and to buy them. This will be a display to remember. I'll take pictures of it, show it in my ads and in my direct mail. Maybe we can banish the wire egg basket from store counters in this area."

(To Be Continued)

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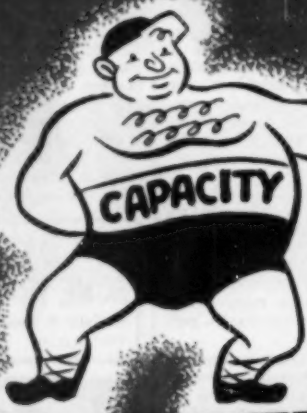

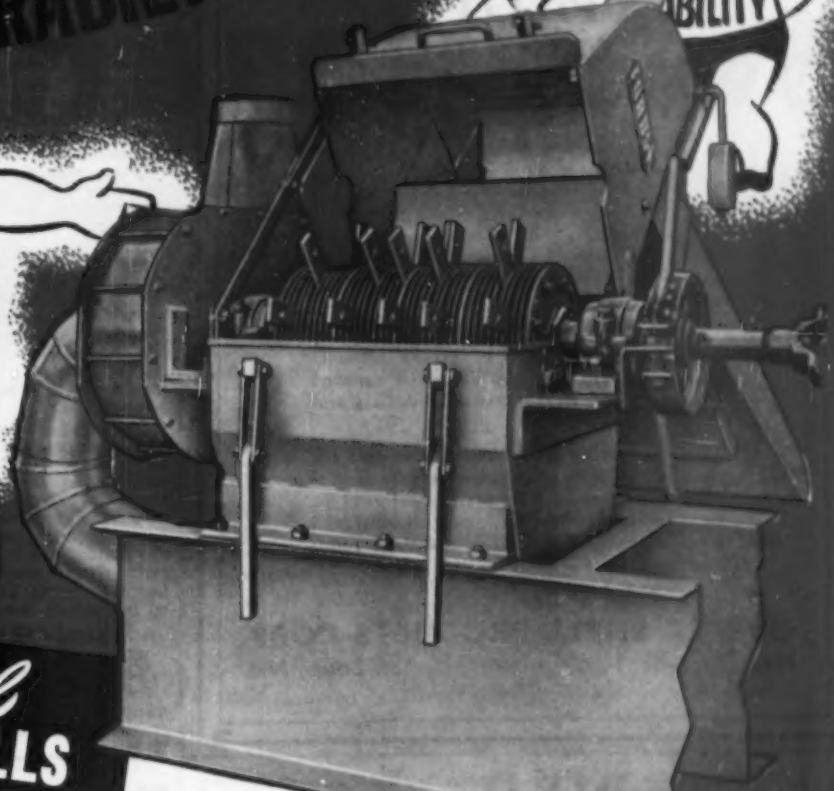

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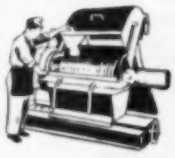

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Do Customers Ask for Certain Sales Persons?

By Edward Case

THERE are a number of qualities which an employer likes to see in an employee. And when you notice them, you may be glad. However, it is well known that while some employees may have two or three traits of a successful sales person, these may not be enough to qualify him as an efficient, productive salesman. As an employer, you probably wish that you had an accurate measuring stick to determine the worth of each employee, especially those who do considerable selling.

A retailer who has been conducting sales training programs in his several stores for the past 15 years says that he has found a simple formula which any retailer can use in evaluating a salesman.

This formula is: "How many customers consistently ask for a sales person by name?"

Of course, this retailer points out that the employee must have worked for a store a sufficient length of time to have had the opportunity to contact a considerable number of customers and prospects. He names as this trial period anything over six months. He states that in this period of time, every employee should have had ample time to prove that he can satisfy numerous customers.

Apply This Formula?

Why not apply this simple formula to your sales staff at this time? Consider your employees one by one. How many are asked for by name? Which are asked for most? If you do not know, you can conduct a quiet survey of your own. You can listen to the trade as it comes into the store or mill so that you'll know when customers ask for Bill, Jim or Ed. Over a week's time, you'll have an imposing list, and then you can compare the findings against your own previous judgment of your best employees.

If you wish to test the theory, consult your wife. Find out from her which stores she patronizes and ask her if she asks for certain sales persons or goes directly to them each time she enters the store. Her an-

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Swine Need B-Vitamin Factors To Assure Sound Vigorous Growth and Well Being

USE FORTAFEED* 2-49C

In Your Formula Feeds

RIBOFLAVIN • CALCIUM PANTOTHENATE • NIACIN • CHOLINE

The recognized necessity for supplementing swine rations with riboflavin, pantothenic acid, niacin and, in many instances, choline to assure an adequate supply of B-Vitamin factors is emphasized in recent reports from the Michigan Experiment Station.[1,2]

It was found that the addition of the B-Vitamins to standard pig rations invariably improved growth and conditions of well being among weanling pigs.[3] Supplemental allowances of riboflavin, calcium pantothenate and niacin were recommended for weanling pigs.[1,2] These findings make it evident that previous estimates of the dietary requirements of pigs for certain B-Vitamins may have been inadequate for universal application.

In small weanling pigs, vitamin carry-over effects are short. Deficiencies show up quickly and frequently are involved in producing enteritis. Reduced weight gains from niacin deficiency are noted within one or two weeks. Pantothenic acid deficiency shows up within two or three weeks while riboflavin, at best, is stored for only a few weeks after weaning.

FORTAFEED 2-49C provides a liberal margin of safety to overcome variations and deficiencies of B-Vitamins in natural feedstuffs.

Not only does FORTAFEED 2-49C contain adequate amounts of riboflavin, pantothenic acid and niacin, but it also supplies appreciable amounts of choline. Its base is made from the fermentation of aureomycin and the Animal Protein Factor and provides other dietary factors. The proper use of FORTAFEED 2-49C in an otherwise balanced ration gives assurance against the ill effects of B-Vitamin deficiencies that result when rations deficient in riboflavin, niacin or pantothenic acid have been fed.

FORTAFEED 2-49C contains 2 grams of riboflavin, 4 grams of calcium pantothenate, 9 grams of niacin and not less than 10 grams of choline chloride in each pound.

Three other types of FORTAFEED, all in the same free flowing base as FORTAFEED 2-49C for easy, uniform premixing, are available to feed manufacturers.

FORTAFEED 2-22C is used widely for poultry feeds. It contains 2 grams of riboflavin, 2 grams of calcium pantothenate, 2 grams of niacin and not less than 10 grams of choline chloride in each pound.

FORTAFEED 2-22 contains 2 grams of riboflavin, 2 grams of calcium pantothenate and 2 grams of niacin.

FORTAFEED 2 contains 2 grams of natural riboflavin.

All FORTAFEED Feed Supplements are available to feed manufacturers only.

Write for prices and full information.

1. W. N. McMillen, R. W. Luecke and Frank Thorp, Jr.: Michigan Agricultural Experiment Station Quarterly Bulletin, Vol. 32, No. 2, Pgs. 191 to 195 incl., November 1949.

2. R. W. Luecke, F. Thorp, Jr., W. N. McMillen, H. W. Dunne and H. J. Stafseth, Michigan State College Technical Bulletin 211, March 1949.

3. W. N. McMillen, Swine Nutrition. Proceeding of the 1950 Kansas Formula Conference, Pg. 19 (Jan. 17-18) 1950.

*Trade Mark

Lederle

Animal Feed Department

LEDERLE LABORATORIES DIVISION

AMERICAN Cyanamid COMPANY

30 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

sewers will surprise you. Subject your own shopping in clothing, shoe, department, grocery, hardware and other stores to the same test, and you may find that in an unusually large number of instances you may pass up one or two other clerks just to get to your favorite clerk.

What have those sales persons got which makes you seek them out? Merchandise knowledge? Perhaps. Friendly attitude? Perhaps. Willingness to serve you? Perhaps. But most of all, they have that ability to satisfy your needs and make you feel glad that you came there to buy. This also means that such a sales person has the interest in you to see that you get what you want, and he is happy that he has pleased you. It's the magic touch.

Can a feed dealer instill this sort of selling spirit into all his staff members? Undoubtedly he can instill it into many of his employees. He can hold regular sales training meetings and explain the psychology of customer-relationship, of getting people to ask for a certain sales person. The dealer can point out that this is the test of a good employee because it shows satisfaction given. Employees can easily grasp the point, and work to improve themselves.

A delivery man can get customers asking for him because of the excellent way in which he makes deliveries and leaves nothing to be desired. A stock clerk, who may never see the public, can have the rest of the employees asking for him by name because he does his work so well that nothing is left to be desired. This fellow, too, can be classified as a good employee. The same thing holds for the bookeeper, the ad writer or the outside salesmen, all of whom have other employees and customers asking them to handle this or that.

Personality alone by no means will sell merchandise, as many retailers have discovered to their regret. An aggressive powerful type of personality on a sales floor can drive customers and prospects away by his too-insistent suggestions and his loud talking. It is fine to be able to persuade but not to force your beliefs upon the prospect.

A cocky person walks, talks and generally acts that way and can often offend more people than he can sell. Many retailers prefer to have strong personalities in their sales rooms, but personalities who can humble themselves instantly to the wishes and needs of the prospect and work on the sale from that viewpoint.

It is also a well known fact that some employees who can mix well cannot sell well because they often lack the ability to explain merchandise and its uses to prospects. They emphasize the social aspects of a meeting between seller and prospect and minimize or overlook the basic selling features of the merchandise.

Being a good mixer is important but it is only a part of the selling whole. For example, I know a clerk in a certain store who is one of the best mixers I have ever met. You like him instantly because he is so attentive and friendly, and he seems to take your interests to heart at the time. But he has one fault which overshadows all these good qualities. He promptly forgets all the little things he says he is going to handle for the customer. He'll never make a note of those vital things.

Then when the vexed customer reminds him of these things a day or week later, he apologizes profusely, promises to take care of the matter right away. But again his memory fails him. This goes on and on until the customer appeals to another clerk or the manager and the matter is promptly handled.

It is a real tribute to any employee when customers come in and ask for him by name consistently. It shows that he is a real employee—one who is satisfying many of your customers regularly. Treasure that employee. He earns his keep and profit besides.

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2370
Blatchford's

Lower Volume of Lamb Feeding and Earlier Marketing Predicted

WASHINGTON—According to developments during November, the volume of lamb feeding during the coming winter and spring months will be smaller than last year, the Bureau of Agricultural Economics has reported. A few states may feed more lambs than a year ago, but the smaller lamb crop and demand for ewe lambs for replacement purposes will cause general reductions.

In the West, lamb feeding will be reduced substantially with both Colorado and California showing marked reductions. The wheat pastures of the Great Plains states have further deteriorated in the past month, and many lambs have already been shifted to feed lots or to more suitable pasture where available.

In the Corn Belt, all states with one or two exceptions will probably feed fewer lambs this year than last. Many feeder lambs were received in the Corn Belt earlier than usual and at heavier average weights. A somewhat shorter feeding period is indicated and many feed-lot lambs will be marketed before January. Feed supplies are ample for lamb feeding. Weather conditions have been generally favorable and free from storms of damaging intensity or duration.

November Movement Up

In the eight Corn Belt states for which both market and direct shipment records are available, the November movement of lambs was 12% above the same month last year. However, the increase is not typical of the entire Corn Belt since five of the eight states show smaller inshipments for the month. Illinois inshipments are up 72% in November, although the actual increase in numbers is relatively small. Ohio and Nebraska are each up 24% for the month.

In the remaining states the November inshipments are down from last November by the following amounts: Michigan, down 61%; Indiana, down 14%; Wisconsin and Minnesota, each down 6%; and Iowa, down 2%. The accumulated totals for July-November amount to 1,914,000 head compared with 1,797,000 head last year—a 7% increase. All this increase has taken place in Iowa and Nebraska where the July-November inshipments are up 24% and 16% respectively. In all of the remaining Corn Belt states, July-November inshipments are below the same month last year as follows: Ohio and Michigan, each down 50%; Wisconsin, down 16%; Indiana, down 5%; Illinois and Minnesota, each down 4%.

Lamb feeding in Nebraska varies considerably over the state, the BAE said. Feeding in the wheat pastures of western Nebraska is at a low level because the wheat is not sufficiently well rooted to withstand extensive grazing. Lambs from the Kansas wheat fields have been moving into the North Platte Valley of western Nebraska. Thus, the number of lambs on feed in this section will be somewhat larger than the small number

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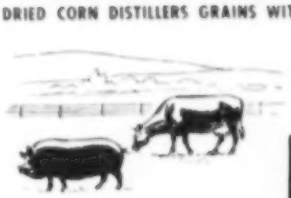

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Important potencies of the Vitamin B-G complex . . . high protein value . . . low starch content . . . effective growth factors . . . these are the *extras* you put in your feed when you mix Produlac and Nadrisol. They are the *extras* needed to most completely satisfy the feeding requirements of your customers.

Produlac and Nadrisol are *proven* ingredients. Virtually starch free, they aid in balancing the high starch content of corn . . . help poultry and livestock attain maximum growth and maximum production.

Mix Produlac and Nadrisol. Your customers will notice the improvement in feed value—you'll notice the improvement in sales.

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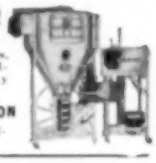

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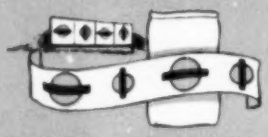

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Quick Dependable Service — The Bemis network of factories means a short haul to your plant, and thus a quicker one. You can keep your bag inventory low because you get what you want when you want it.

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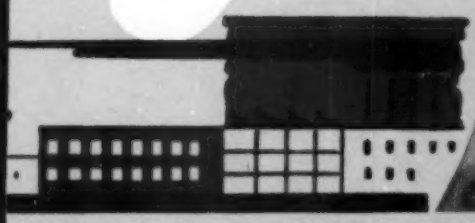

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expected earlier. The total volume to be fed is still uncertain depending on disposition of pasture lambs. Irrigated areas of central Nebraska have received considerably more lambs this year than last. The eastern farm feeding area may also show some increase in lamb feeding over last year.

Pastures Deteriorating

In western Kansas, the wheat pastures have deteriorated considerably during the past month. Continued lack of moisture has prevented much of the seeded wheat developing to a stage that will permit grazing by sheep and lambs. Wheat pastures in the Southwest part of the state are somewhat better than elsewhere. In the northern area of Kansas, many lambs have been shifted either to feed yards, farm feed lots, or to more favorable wheat pastures where available. Where lambs have made reasonably adequate gains they are probably being marketed. Most of the outmovement from southwest Kansas has probably been to market, since gains have been more satisfactory in this area. Present records indicate about 420,000 head of lambs on Kansas wheat pastures Dec. 1. This number is substantially below the estimated 650,000 head on pasture one month ago. On Dec. 1 last year, it was estimated that about 500,000 head were on Kansas wheat pastures.

In the West, lamb feeding will be substantially reduced. Colorado will feed less than last year and a new record low will probably be established. The principal reduction will take place in northern Colorado. A Dec. 1 survey in California showed 167,000 head on feed—22% less than the 213,000 head on Dec. 1 last year. All of the decrease occurred in northern California where heavy mid-November rainfall forced many lambs off field feeds. The Imperial Valley shows some increase in the number of lambs on feed. Arizona has more lambs on feed than last year, due chiefly to a substantial increase in the number on pasture and field feeds. New Mexico may show a slight increase in lamb feeding, but elsewhere in the West the number will probably be considerably less than was fed last year.

In the Texas Panhandle area wheat pastures have deteriorated and a large share of the lambs has been shifted to more favorable pastures or into feed lots. However, grain and roughage feeds are in plentiful supply.

Feeder lambs from most of the western supply areas were heavier than average. Assuming normal rates of gain, the feeding period should be shorter. Many lambs moved into the feeding areas earlier than usual, and a high proportion will be marketed by Jan. 1. In western Kansas, where wheat pasture has been deteriorating, lambs have not gained as well as expected. In the West and in the Corn Belt, feed supplies are abundant for lamb feeding and weather conditions have been generally favorable. There is reported to be a rather broad demand for ewes and ewe lambs for breeding purposes.

The price of feeder lambs on the Denver market for the week ended Dec. 2 was $30 cwt., compared with $23.38 a year ago.

John E. Scott

JOINS PETER HAND—John E. Scott, formerly territory manager for the Borden Co., has joined the Peter Hand Foundation, Chicago, as territory manager of the company's northern Illinois territory. Mr. Scott will maintain his headquarters at Rochelle, Ill.

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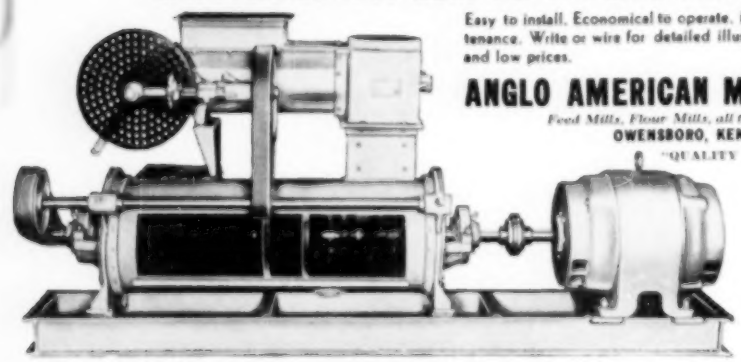
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• You can't sell feed merely by delivering it to your dealers. Selling feed in large volumes is done through the coordinated efforts of salesmen and dealers, PLUS the use of the proper "SELLING TOOLS." These "tools" should include the proper training, plus handout literature, direct mail, dealer displays and posters, outdoor advertising material, newspaper and radio advertising. A good job can be done without all of them, of course, but it IS important that the material you DO supply be of the best, at lowest cost to you. That's why SIMMONDS & SIMMONDS, INC. belongs in your advertising and sales plans. Write today for full details of how S. & S. specialized feed services can help you.
SIMMONDS & SIMMONDS, INC., 201 N. WELLS STREET, CHICAGO 6, ILLINOIS

"Beacon's Pride", Fed SUPERSOL, *Choice of Foremost Feeders* Wins Grand Championship!

November 18, 1950

Mr. Wallace Campbell, Mgr.
Brown-Forman Experimental Farm
Frankfort, Kentucky

Dear Mr. Campbell:

I know that you will be interested in some figures in regard to my feeding of the Shorthorn calf which recently was chosen Grand Champion of the Louisville Fat Cattle Show. He weighed 484 at the time of starting to feed for the show, and when he was sold he weighed 1,075 lbs. From the time that I showed him at the Kentucky State until he was shown at Louisville, he made a daily gain of 3.05 lbs. per day. My total feed cost was $130.00 for the entire feeding period.

My ration consisted of cracked corn, rolled oats, bran, barley and wheat. The barley was fed cracked until about the middle of August. At that time I started cooking barley and mixed some wheat with it. Of course I fed SuperSol from start to finish.

I was very happy to know that "Beacon's Pride" made the high dressing per cent of 70.7. And as you already know, he sold for $8.00 per pound, netting me $8,600.00.

Sincerely,

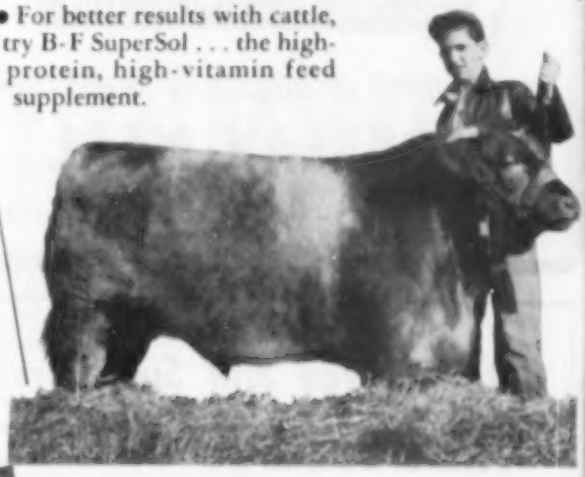
Kenneth Reed

Kenneth Reed

Louisville Fat Cattle Show's Top Award Goes to 4-H Clubber Kenneth Reed

Even foremost feeders in the *younger* generation . . . like Kenneth Reed, of Woodford County, Kentucky . . . have found that fitting cattle for shows and sales is simpler and more certain when the fitting ration includes B-F SuperSol. Kenneth's Grand Champion Shorthorn "Beacon's Pride" gained 3.05 lbs. per day and made the high dressing of 70.7%!

- For better results with cattle, try B-F SuperSol . . . the high-protein, high-vitamin feed supplement.



Kenneth Reed, owner of "Beacon's Pride" . . . 4-H Shorthorn Champion and Grand Champion . . . Louisville Fat Cattle Show, November 16, 1950.

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Making Displays Attractive

★

By Edward Case

WHEN the feed dealer arranges a window display, he naturally wishes to make the merchandise as attractive as possible so that farmers will come into his store and buy. With a little extra thought, a window display can be given 50-75% more "attraction." By attraction, I mean the quality which will get more people to inspect it. From that point on, the value of the products themselves and the salesmanship of the dealer take up the major selling job.

When a feed dealer talks about the "pulling power" of a certain window display, he usually means the number of sales he can trace directly to the window. Thus the attractiveness of a window and its pulling power, while related, are two different things. But it is true that the more people you induce to look at a window display, the more opportunity you have to sell that merchandise.

How can a window display of feed and other farm supply products be made more attractive?

Well, let us suppose that you have your window divided into two sections. In one area you have a display of dairy feeds, with a couple of signs telling how those feeds will increase milk production when fed properly. In the other window area you have a display of poultry feed with a few signs informing farmers how this excellent feed is boosting egg production at a low cost for many customers in the district. You can also invite farmers to contact you to talk over a good feeding program.

Can Improve It

Ordinarily such a window is good. It can be counted on to attract considerable attention, it will bring some new business, and quite a number of prospects may take you up on that invitation to talk over a feeding problem. But this window, granting that you have the space, can be given a little added punch, or attraction, depending upon the effort you put into it.

Suppose that in the center of the window, between the two displays, you have a display of a large beautiful doll, representing a baby, and near her a mannequin clad in a beautiful wedding gown with veil, corsage and shiny slippers.

What have these got to do with

SWEET LASSY
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CATTLE SUPPLEMENT
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QUALITY GOES IN BEFORE THE NAME GOES ON

Two Incomparable Feed Supplements under One Trade Mark

Oil BROWN Chemical

At Your Service

BROWN OIL & CHEMICAL CORP.
Port Richmond, Staten Island, N.Y.

IT'S A STICKY BUSINESS . . . but a profitable one!

Sweet, fresh molasses-mixed feeds are more profitable today than ever before. They provide a well-balanced, palatable ration . . . packed with sales appeal.

It's small wonder that alert feed manufacturers everywhere are getting set to meet this profitable demand. Fortunately, their job is being simplified with modern, Sprout-Waldron Equipment.

For example, the new, self-contained 'Customix' Unit arrives ready to hook up to your present feed mixer, with piping arrangement and convenient controls—all an integral part of the system.

Write for Bulletin 21-C today so that you, too, can make molasses-mixed feeds a profitable business. Sprout, Waldron & Co., Inc. 24 Waldron St., Muncy, Pa.

140

SPROUT-WALDRON
Manufacturers Exclusive
MUNCY • PENNSYLVANIA

the sale of feed? The sign will read: "Wonderful New Customers for Quality Milk and Eggs."

The copy on this sign will go on to say that each time a baby is born, there is another mouth to feed and that infants will consume tons of milk and eggs during their lifetime. Therefore, they potentially are wonderful customers for the milk man, egg man and grocer, who in turn buy milk and eggs from dairies and farmers. Good feed, too, helps the farmers produce milk and eggs for new and old markets.

A Good Customer

The bride? What has she to do with all this? The bride, bless her, is so important. Each time a girl gets married, another cook is virtually born. And in her desire to provide a perfect home setting for her husband, she uses a lot of eggs, milk, cream, cheese and poultry. She's an excellent customer for the products the farmer raises.

Now, in addition to a sign which gives the above information, I would have a smaller sign below the knees of the bride which would say there are approximately 1,500,000 brides in the U.S. annually, all of whom are good dairy and poultry products customers.

Lean another sign against the doll representing the baby, with the copy saying that the "baby crop" in a year is 3,600,000. Point out that compared with 20 years ago, less than half as many babies now die before their first birthday—about 32 per 1,000, compared with 64.6 in 1930.

So, the more babies that live, the more milk and eggs are needed to feed them on modern day standards. People also live longer, compared with 20 years ago. So the longer the babies live the more good nourishment they require.

I think you will agree with me that the window display described ties in with the selling of feeds. It makes a farmer think in terms of the potential market. It will encourage many to plan better to raise quality products to supply this market. And surely the sight of the beautiful bride and the baby will appeal to the hearts and eyes of all farm women and children who see or hear of the display.

The men, too, have a tender streak, and you'll find them studying that window display and getting the sales message.

Where can you get a mannequin and a large baby doll, without too much cost, if any? Well, the local infants' wear shop should have one and perhaps will lend it to you free, with a set of clothes, especially if you place a little sign in the window

SACKED GRAIN
KANSAS GRAIN COMPANY
Board of Trade Bldg.
Kansas City, Mo.

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Happy Ending
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Gerstenberg & Company
MEMBERS of BOARD OF TRADE
Established 1856
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CHICAGO 4

BRUCO *The Better* **PEAT MOSS**
Pre-War German Quality
In Horticultural and Poultry Grades
Bales in 5 Popular Sizes
BRUCO stands for—
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Used by the leading manufacturers of poultry feed mixtures as the most economical source of manganese sulphate, Tecmangam is completely available, and is readily assimilated by all types of poultry.
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(Subsidiary of Eastman Kodak Company)
KINGSPORT, TENNESSEE

The dealer who operates under the Critic franchise definitely has the advantage of increased SELLING POWER provided by the Critic feed selling plan.

Advantages such as high product quality, personalized dealer service, prompt delivery from our ultra-modern mill, consistent advertising, dealer-tie-ins, fair pricing and business integrity are all at work to help increase feed volume and build a profitable repeat customer trade.

Our feed selling plan is designed for the aggressive feed dealer. Let us send YOU complete information. Write . . .

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DEHYDRATED ALFALFA MEAL ✓
LINSEED OIL MEAL ✓
OTHER SPECIALTY ITEMS ✓
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CLEAR FLOUR ✓
BEET PULP ✓
DELINEA- ✓

PAY WAY MEETING—More than 50 feed dealers met recently in Wichita, Kansas, at a dinner sales meeting sponsored by Pay Way Feed Mills, Inc., Kansas City. The sales slogan "Don't Work for Peanuts, Sell Pay Way Feeds" was the theme of the meeting and was printed on a sack of peanuts distributed to each dealer. John Green, of the Oxford (Kansas) Produce Co., a retailer, is shown above sampling from the sack offered by J. W. Bannister, sales manager of the Pay Way company. At the extreme left is Dewey Moore, Pay Way nutritionist, and beside him Frank Walcott, district sales manager.

saying that it is shown through the courtesy of the retail shop.

Your local department store or specialty shop perhaps will be glad to cooperate with you in furnishing the bride mannequin, the dress, veil and shoes, also with a sign crediting them.

Now there are other ways in which you can make your feed windows more attractive, and if you think of the seasons, you can get some good ideas. For example, in the winter there is a lot of indoor feeding. You can put in a couple of false windows with paper ice and snow trim and then place a feed cart full of feed on the center spot of the display area. Place bags of feed nearby so the scene can represent a barn feeding scene in winter. Signs placed about can tell the dairy feeding story.

Large plywood cutouts of turkeys, laying hens, roosters, dogs, hogs, calves and perhaps even of the larger cows can be painted and used at various times to give more lifelike appearance to some of your displays. Modern display artists can work wonders with plywood, cardboard and other materials and a jig-saw. Give them a chance to show what they can do. You'll be pleasantly surprised.

Yes, display can be made much more interesting and productive. It all depends on you.

NEW KANSAS STORAGE

PRETTY PRAIRIE, KANSAS—A new 300,000-bu. grain elevator will be erected here by the Collingwood Grain Co. Chalmers & Borton, Hutchinson, will build the concrete bins.

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WENGER 700 SERIES

Acclaimed by those who have purchased and operated them to be the *FINEST, MOST EFFICIENT MOLASSES MIXER ON THE MARKET.* Extremely Accurate, Smooth Running, Fool Proof and Sturdily Built, THIS 700 IS BECOMING AMERICA'S FAVORITE.

REMEMBER:
MOLASSES IS ONE OF YOUR TOP MONEY MAKERS

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IN
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FOR
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AND
HI-MOLASSES PELLETS

ANY OF OUR MIXERS WILL PROCESS FISH-SOLUBLES OR OTHER LIQUIDS AS WELL AS MOLASSES

SERIES 700

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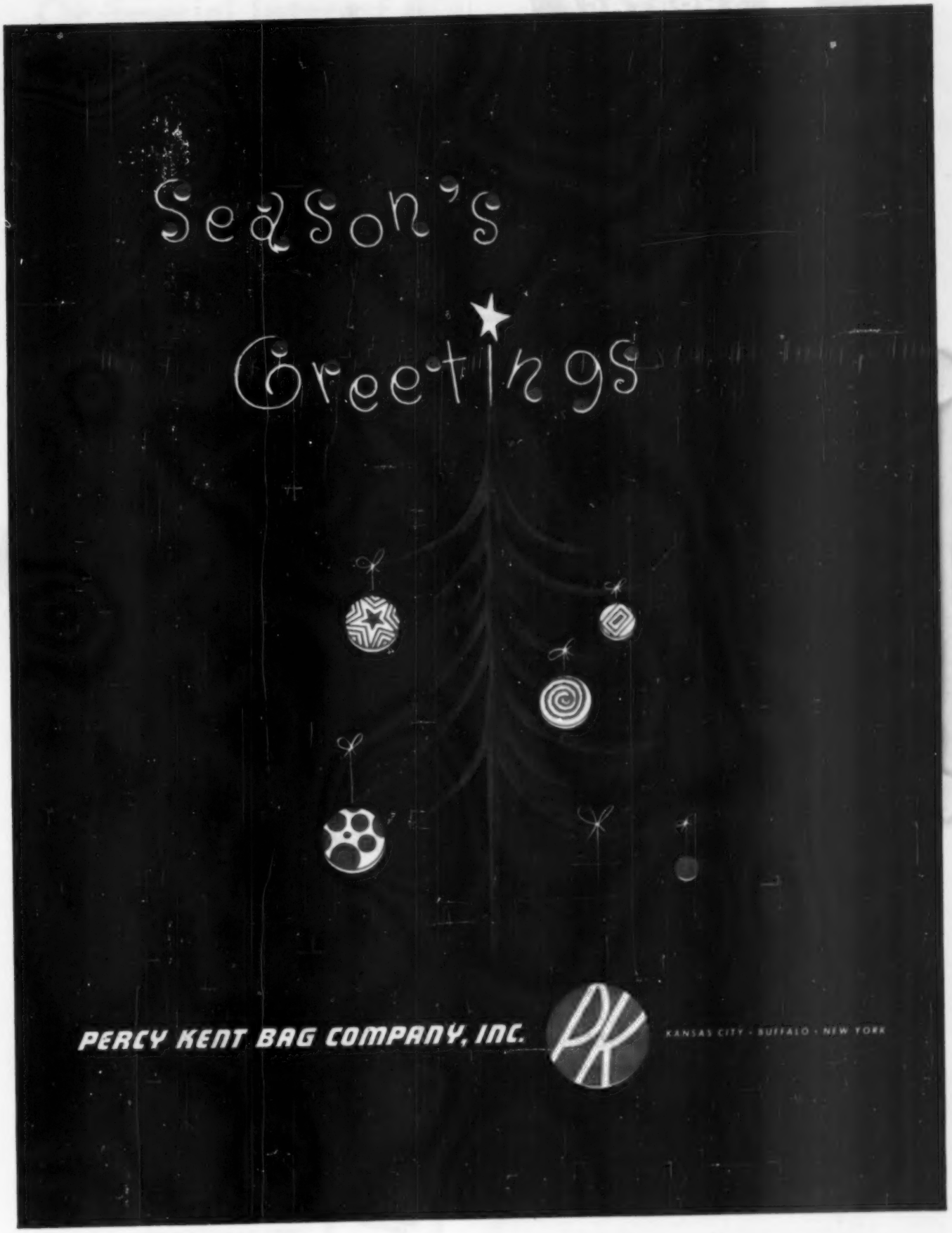
SABETHA, KANSAS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Loads and unloads trucks, cribs, bins in a fraction of the time usually required. Hurries along farm pickups at a rapid clip.

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Send free literature describing your NEW Featherweight Portable Elevator

NAME .....

ADDRESS .....

BURROWS EQUIPMENT COMPANY

1316-C Sherman Ave. Evanston, Ill.

The Customer Is Still Human

★

By Wilford Barton

THERE'S a customer entering the store and approaching you. What is your attitude toward him? Is he someone who has just one need to satisfy, one dollar to spend? Is he going to be just one more sale rung up on the cash register?

That customer represents an opportunity for you. Depending upon how you regard him, how you handle and serve him, that customer, within certain limits, can become either a one-time sale or a steady customer who may spend hundreds of dollars at your store during the next 12 months.

A wise retailer once said, "When you treat a customer so that he will want to come again, you have made two profits on one sale."

All right. Suppose this customer spends $10 in your store. By being friendly, giving him good service, showing him you want to please him, by handling him right, and by thanking him for the purchase and walking toward the door with him, you may be convincing him to come the second time. And if he comes that second time and also spends $10, then you practically made the second sale when you clinched the first one.

The customer who stands before you and asks for a certain piece of merchandise or for information, is practically telling you, "I am a potential customer. I am ready to buy where I get merchandise, prices and treatment which please me. What are you going to do about it? I wonder if you will meet my test. I have a steady income from my farm, my cows, crops and poultry. I've got lots of money to spend for supplies every month of the year. This is your chance to show me you know how to take care of customers. I've heard a great deal about your service and your sales ability. Now prove it."

Sizes You Up

He isn't speaking aloud, of course, but this customer's mind is working. He's thinking these things as he sizes you up and watches your reaction as you try to handle his order or his request for information.

Don't forget it. Every customer who stands at a feed store counter is a human being. He is not a statistic. That customer can be hurt, praised, pleased, offended, slighted or made friendly and appreciative by those who wait on him.

A college professor described in a recent novel never spoke of people in terms less than 5 million persons. To him there was no such thing as one farmer, one merchant. Instead there were only agrarian workers and the professional class. A

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Buffalo Corn Gluten Feed (Sweetened) contains a good percentage of Hydrol (feeding corn sugar molasses high in dextrose content). Cows and beef cattle like the flavor. 18% protein, high digestibility, the right bulk.

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LOWER YOUR FEED COSTS!

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from an All-Grain Mash . . . at a lower cost per unit of protein than any other ingredient on the market!

It is:

★ one of the richest sources of total digestible nutrients

★ high in fat (average about 10%)

★ not more than 15% fiber

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IT WILL PAY YOU to investigate this attractive offer, which is limited to the Northeast area and Atlantic Seaboard only.

Also Available:

28% Corn Distillers Solubles.

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woman standing at a counter buying soap or sugar wasn't a woman to him. She was a consumer.

If we get into the habit of classifying our customers as consumers or buyers or shoppers, there is danger of it being reflected in a somewhat mechanistic policy. That means a submergence or a loss of the human values that attract and hold customers.

I like the simple copy which a garage owner has posted in his shop for all mechanics to see every day. It reads: "Be courteous to our customers. They make it possible for us to eat. Do the job right. It's just as easy and more profitable. Handle the car under your care as if it were your own."

To me this copy reveals a shop owner who appreciates his customers, is friendly and is always keeping them in mind. He knows customers are human, respond to human approaches. He knows they are not statistics, at least those who come to his establishment and pay hard cash for services rendered.

Just about every customer who comes to your feed store is open to related selling. Perhaps the customer has only one purchase in mind, but he needs other items for his farm. It may be that you have them in stock, and if you suggest a few items related to the first purchase, you'll find the customer receptive in many instances.

Do you think it pays to keep the customer in mind, to do things for him over and above the purchase price of the article you are selling him? There are many merchants who do, and the results they get are amazing.

One merchant has a sign in front of his store showing a man bending backward. The copy says, "We'll bend over backward to please you."

Customers joke a lot about that sign, says the owner, but they like it. And the copy makes the owner and his clerks feel like living up to the slogan. The store enjoys an excellent patronage and is known for its friendliness and service. It pays to challenge yourself with a slogan which informs customers that you are thinking of them.

Once when a coal company wanted to know from where it was getting its customers, it made an extensive survey of new business to trace the source. It found that 60% of the new business came through recommendation of friends, and the other 40% through advertising and sales promotion. Just think of that—60% of the new business without a cent of extra cost—just through recommendations of satisfied customers. Yes, it pays to treat the customer well. Statistics have no warm human feelings. Statistics do not appreciate service and the willingness to please. But customers are human, thank heaven; they are the leaven of a statistical business world.

A shoe store owner in a city of 12,000 wins many friends by posting a large sign in his store which advises customers to take enough time for their shopping in his store. The copy states that overtime parking fines assessed while shopping at this store will be paid by the management upon presentation of the ticket. The average fine for over-parking in this city is small.

Customers know that when they buy at this store, the owner is thinking of them and their needs and problems, and they appreciate this fact.

Another retailer who appreciates his regular customers' recommendations, advertises in newspaper copy and on his stationery, "Where Customers Send Their Friends."

This world may become more complex and more mechanized, and we may have increasing need for more statistics in their proper places, but the customer will still remain human. He will not be a statistic; if he were he would be useless as a customer.

The customer a hundred years from now will still want you to shake his hand, smile at him, show him attention and thank him for his business, even if he buys less than a dollar's worth of merchandise. To himself, the customer is a mighty important man. He should also be important to anyone who sells.

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• Steamed ROLLED OATS
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• PULVERIZED OATS
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DES MOINES OAT PRODUCTS CO.
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WE GRIND AND MIX FEED ACCORDING TO YOUR OWN FORMULA
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FEED MIXERS!

Out of the Pratt Food Laboratory comes a *new* and *different* Hog Feed development

One stabilized pre-mix . . . HOG-TRATE . . . combines all up-to-the-minute research, all vital trace minerals and vitamins (including vitamin B_{12} and antibiotics) in simplified formulas for mixers.

Pratts Hog-Trate offers more—much more—than just a vitamin-trace mineral concentrate for feed mixers. Why?

Because Pratts have formulated Hog-Trate to blend with the nutrients supplied by bulk feedstuffs, so that you can make the most completely balanced feeds . . . feeds that *exceed all recognized nutritional standards, with neither unnecessary waste nor deficiency of a single nutrient.*

As far as possible the high vitamin content of Hog-Trate comes from natural ingredients, containing both known and unidentified nutritional factors.

That's why Pratts Hog-Trate will fit and improve any type of hog feed formula. And often Hog-Trate pays for itself through reduction of high priced protein-vitamin ingredients used in your present formulas.

PRATTS RESEARCH FACILITIES BECOME YOURS

Hog-Trate formulas now represent the last word in practical hog nutrition. The vitamins and minerals are stabilized and compatible.

What is more, you can be sure that every future vitamin-mineral discovery will be promptly incorporated into Hog-Trate as soon as it has been proved by tests.

Pratts laboratory will check your formulas without charge, so that feeds made with Hog-Trate will be nutritionally complete at the lowest cost.

Yes, Pratts Hog-Trate presents a *new* and *different development* in hog feed mixing. Let us send you the full story on these and other advantages of Hog-Trate. Mail the coupon, today.

Eliminates mixing headaches of control, labor, storage, and stability of many small ingredients. Yet mixer buys bulk feedstuffs from most economical source.

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HOG-TRATE
THE PRACTICAL FEEDMAN'S VITAMIN-MINERAL CONCENTRATE

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A low-cost, finely divided source of phosphorus which will readily mix in your formulas to give a uniformly dispersed phosphorus.
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you can depend
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Phone or wire your requirements today.
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ALFALFA MEAL
17%

The BROWER MIXER
has boosted our business 20%...
brings in new customers

says Mr. Ealys
Ealys Feed Bin
Canutillo, Texas

"The Brower Mixer is the best I've ever seen. It has boosted our business at least 20% and brought in a steady number of new customers.

"The Mixer puts out a good uniform mix in about 5 minutes and will save two-thirds on the mixing cost over the old scoop method on the floor. Our Mixer easily paid for itself the first year.

"Our six-year-old Mixer has given us excellent service. However, I've just bought a new Whirlwind as it now takes two mixers to handle all the work."

BROWER *Whirlwind* MIXERS

OVER 9,000 SATISFIED USERS

Aggressive feed dealers are increasing their margin of profit as much as $10 per ton by mixing their own brand of feeds with the Brower "Whirlwind" Mixer. Custom mixing is also a proven money-maker which attracts new business.

Mixes a perfect blend in approximately 10 minutes—at a power cost of 3c to 5c per ton. Above-and-below floor models. Five sizes—mixing capacities of 700, 1,200, 2,000, 3,000 and 4,000 pounds feed. Built to give years of trouble-free service. Many outstanding features for easier and faster mixing.

30 DAY TRIAL. Let us send you full details. Write

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741 N. Milwaukee St. — Milwaukee 2, Wis.

200 Attend Montana Poultry School and Show

BOZEMAN, MONT.—The 1950 Montana All-Industry Poultry School and show was held at the Montana State College, here recently, with approximately 200 persons in attendance. Seven out-of-state speakers and over 30 in-state persons participated in the school.

Speakers included W. E. Culp, Culp Equipment Co., Oak Park, Ill; Dr. E. M. Dickinson, Professor of Veterinary Medicine, Oregon State College, Corvallis; William F. Knupple, western regional poultry and egg inspector and grader, U.S. Department of Agriculture, San Francisco; M. C. Small, executive secretary, National Turkey Federation, Mt. Morris, Ill.; Dr. William L. Williams, research biochemist, Lederle Laboratories division, American Cyanamid Co., Pearl River, N.Y.; Ray C. Wright, Capps & Lowe, Inc., Seattle, and Paul B. Zumbro, senior coordinator, National Poultry Improvement Plan, USDA, Washington, D. C. These speakers covered practically all phases of the poultry industry including breed improvement, disease control, feeding, marketing, management and modern poultry equipment.

The school was arranged by the Montana State College, the Poultry Improvement Board, the livestock Sanitary Board and the State Dept. of Agriculture, Labor and Industry, with the cooperation of the Montana All-Industry Poultry Advisory Council, the Turkey Federation, the Montana Hacherymen's Assn., and the Feed Manufacturers & Dealers Assn.

The Montana Hatcherymen's Assn. held its annual meeting and elected officers. Neil Harmon, Harmon Hatchery, Livingston, was elected president; Raymond Dame, Star-Hi Hatchery, Glendive, vice president, and Allen F. Beeckler, Bozeman, was reelected secretary-treasurer.

At the Montana Turkey Federation annual meeting I. D. O'Donnell, turkey grower, Billings, was retained as president; Allen P. Johnson, turkey grower, Deer Lodge, was elected vice president, and E. R. Halbrook of the college staff was reelected secretary-treasurer and state director to the National Turkey Federation.

Other directors who were elected or reelected include: O. A. Hager, Yellowstone Hatchery, Billings, representing the hatchery branch of the organization; Joe Moudry, Pierce Packing Co., Billings, representing the processors, and Harry Johnson, Montana Flour Mills Co., representing the feed manufacturers and dealers; Harvey Eliason, turkey grower, Deer Lodge, representing growers, and Miss H. E. Cushman, College representative.

The All-Industry Poultry Advisory Council also held its annual meeting with the election of new officers.

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SEA TONE

"A Tonic from the Sea"

Dehydrated Free Flowing Pacific Coast K E L P. Now available. Packed in 100-lb. paper bags. Write, wire or phone.

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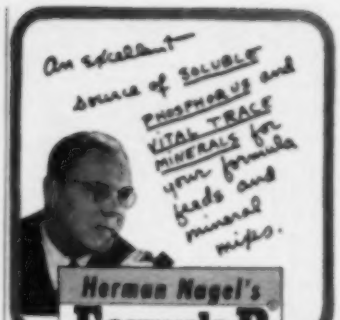

Herman Nagel's Formula B
PHOSPHORUS CONCENTRATE WITH TRACE MINERALS

Contains five high analysis, purified phosphates—"so soluble they melt on your tongue!" Eight vital trace minerals! With your own salt and limestone, supplies every needed mineral in proper balance. Requires no premix. For booklet on "FORMULA B" write to The Herman Nagel Co., 53 W. Jackson Blvd., Chicago 4, Ill.

FROM YOUR NEIGHBOR ACROSS THE BORDER

The World's Finest Sphagnum Peat Moss

In the low-lying delta of the Fraser River, North America possesses large reserves of the very finest Sphagnum Peat Moss found anywhere. The sun-drying process retains the natural vitality of the peat—hence its good texture and high absorbency factor, holding up to 18 times its weight in moisture. Wherever peat moss is used—and compared—the name "Sun-Dried Canadian" stands highest.

SUN-DRIED *Canadian* PEAT MOSS

Canadian Peat Producers Assn.
1114 Vancouver Blk., Vancouver, B.C., Canada

These include Joe Moudry, Pierce Packing Co., Billings, processor representative, chairman; Paul Jordan, poultry producer, Bozeman, vice chairman, and Allen Beggs, Occident Elevator, Billings, feed representative, as secretary-treasurer.

The council of poultry industry representatives advises with the Montana State College on poultry research and educational programs, and on the plans and arrangements for the All-Industry Poultry School.

In addition to the educational talks and organizational meetings, the program included an annual banquet, an open house, and a tour of the Montana State College poultry farm.

The show included dressed turkeys, dressed chickens and market eggs. The dressed turkey division included 24 entries; the dressed chicken division 11 entries, and the market egg division 16 entries. The following exhibitors showed the champion entries in the classes indicated.

Turkey Division: E. M. Ueland, Silver Bow, oven dressed; Douglas Smith, Billings, New York dressed; Pierce Packing Co., Billings, special processed, and Pierce Packing Co., Billings, box packed.

Chicken Division: Pierce Packing Co., Billings, won the champion award in all four divisions.

Market Eggs: Mrs. Fred Van Spyk, Bozeman, non-cartoned; Paul Jordan, Bozeman, cartoned, and the Pierce Packing Co., Billings, cased.

All entries in the show were auctioned at the close of the school and show, with the returns being utilized to pay premiums and the other expenses of the show and the balance being used for the promotion of the poultry industry.

MILTON FAIRMAN NAMED

NEW YORK — Milton Fairman, director of public relations for the Borden Co., New York, has been elected president of the Public Relations Society of America. He was named at the recent conference of public relations executives in New York. Ed Lipscomb, director of public relations for the National Cotton Council of America, Memphis, was elected vice president. Among the regional vice presidents named was William G. Werner, manager of the division of public relations of the Procter & Gamble Co., Cincinnati. One of the new executive committee members is J. Handly Wright, a past president of the society, director of industrial and public relations for the Monsanto Chemical Co., St. Louis.

LESTER CROWN ADVANCED

CHICAGO—Lester Crown has been elected vice president and chemical engineer of the Marblehead Lime Co., according to a recent announcement by Wallace E. Wing, president. Mr. Crown received his degree in chemical engineering from Northwestern University in 1946 and following graduation taught in Northwestern's School of Engineering. Later he attended and was graduated from the Harvard Graduate School of Business Administration.

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General Sales Offices, 300 W. Jackson Blvd.
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Coast-to-Coast Bag Service

ALWAYS RELY UPON HILLTOP
Better POULTRY MEDICINALS for QUALITY—SERVICE—PROFIT
MINNEAPOLIS 1, MINNESOTA

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Dealer in
Dehydrated and Suncured
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Chopped Hay--Hay & Straw

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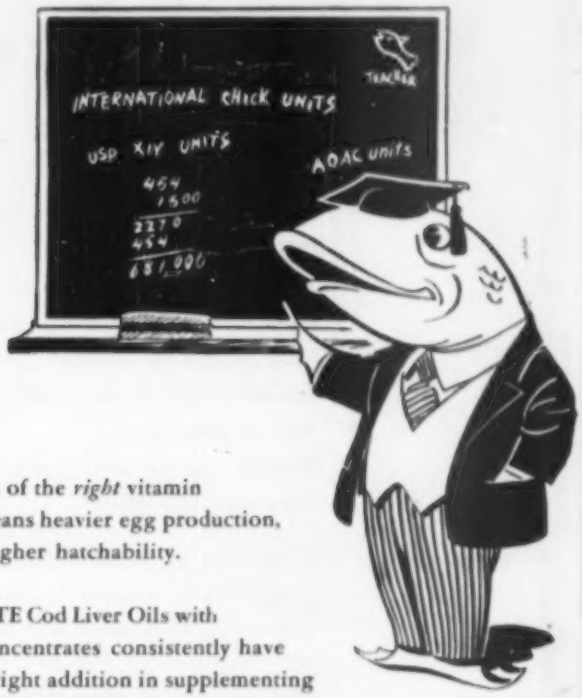

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"Oh, she's going around in less and less every week."

"Yes, I know; but how's her golf?"

◆ ◆ ◆

Five-year-old William had been taught that Sunday is not a day for play. One Sunday morning his mother found him sailing his toy boat in the bathtub.

"William," she said, "don't you know it is wicked to sail boats on Sunday?"

"Don't get excited, mother," he replied calmly. "This isn't a pleasure trip. This is a missionary boat going to Africa."

◆ ◆ ◆

The drunk hailed a cab and fell into the back seat.

"Shay, driver," he ordered, "drive me aroun' the block a hundred timesh."

The driver was startled, but he obliged just the same. Around and around the block they went. On the sixty-fifth trip, the drunk leaned over to the driver:

"Hey, buddy," he said, "step on it, will you? I'm in a hurry."

◆ ◆ ◆

"I've watched new cars roll off the assembly line," says Joe Doakes, "and it's amazing. First they start out with little pieces, then it rolls down the line and thousands of men and a million dollars' worth of machinery put everything together. Finally, a shiny new car emerges. Then a woman driver buys it. Five minutes later—back to little pieces again!"

◆ ◆ ◆

Tenant: "Why raise my rent when my room is all the way up in this miserable attic?"

Landlord: "You use more stairs than anybody else."

◆ ◆ ◆

The irate wife berated her meek spouse at length as he sat in dejected silence. Suddenly she paused, pointed an accusing finger at him and shouted: "And don't sit there making fists at me in your pockets, either!"

◆ ◆ ◆

"Did you participate in many engagements on the continent?" an inquisitive old lady asked a returned soldier.

"Only five," replied the ex-G.I. with becoming modesty.

"And you came through all of them unhurt?"

"Not exactly," he replied sadly. "I married the fifth."

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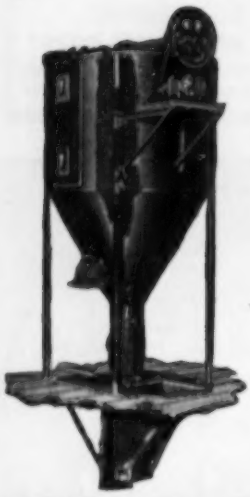

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New Varieties of Grain Sorghums Factor in Outturn

WASHINGTON—Dr. John H. Martin, in charge of grain sorghum research for the U.S. Department of Agriculture is of the opinion that recently developed early-maturing varieties of grain sorghums for the Great Plains made a heavy contribution to the bumper grain sorghum crop in 1950.

Despite late planting and a wet fall, the 1950 grain sorghum crop, estimated at 237.5 million bushels, was an all-time record crop. This year's outturn was 84 million bushels larger than the 1949 crop and 126 million bushels larger than the average crop of the past 10 years, 1939-1948.

Dr. Martin explained that without early-maturing varieties to switch to when planting was delayed by wet weather last spring and summer, the 1950 grain sorghum crop could not have been nearly so large. Planting was delayed so much in many areas that late-maturing varieties did not have a chance of ripening. By switching to the new early-maturing varieties, Dr. Martin said, farmers made an average estimate yield of 22.9 bu. and acre, or 6.5 bu. more than the 10-year average.

Grain sorghum growers in the Great Plains states may now choose from more than 20 improved varieties that have been developed during the past 10 years. All the varieties are short enough for harvesting with a combine and all are resistant to the milo disease.

The early-maturing varieties have extended grain sorghum production in the Great Plains northward into the Dakotas, offering farmers there a better opportunity for growing more of their own feed grain, Dr. Martin pointed out.

Farmers also have an opportunity now to select the varieties that best fit their needs. Several varieties differing in maturity have been developed to fit each of the different grain sorghum belts, Dr. Martin said. By planting both early- and late-maturing varieties, farmers have greater assurances of meeting their feed needs despite adverse weather.

In semiarid areas a quick-maturing, drouth-evading variety can be planted to provide the minimum requirements for feed grain even though the season turns very dry. A later-maturing variety may be expected to produce higher yields, especially if rainfall is ample, but is likely to fail completely in case of drouth.

A grower can afford to take a chance on a high-yielding, late-maturing variety on part of his acreage when minimum feeding requirements are assured by a drouth-evading type. Planting both early and late varieties better distributes labor at harvest time, too.

COTTON GOODS INDEX 26.27

Bemis Bro. Bag Co.'s cotton goods index, a composite figure reflecting wholesale price of principal cotton cloth used in bag making expressed in cents a yard of cloth is 26.27, compared with 17.62 a year ago. The Bemis composite figure reflecting duty paid for early shipments from Calcutta of lightweight and heavyweight burlaps expressed in cents a pound of cloth is 36.24 compared with 25.25 a year ago. The current index is based on Calcutta ceiling prices which include Indian Export tax at 1,500 rupees, 750 rupees and 350 rupees a ton, respectively, plus 5% commission.

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Paul A. Nelson

John A. Whaley

JOIN DOUGHBOY STAFF—Paul A. Nelson and John A. Whaley recently joined the administrative sales department of the feed division, Doughboy Industries, Inc., New Richmond, Wis., according to an announcement by Paul R. Ray, Doughboy vice president. Mr. Nelson was formerly sales manager of the feed department of the Archer-Daniels-Midland Co., Minneapolis, and Mr. Whaley was manager of the promotional and turkey department of the A-D-M company.

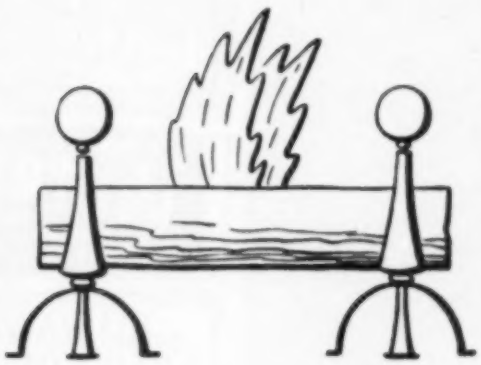
introduced rayon bags in the Southwest as containers for formula feed, seed and other agricultural commodities. Because of their acceptance and increasing popularity in that area, they are now being distributed nationally.

Rayon, a naturally strong and smooth material, offers an excellent printing surface for direct multicolor brand printing, a Chase official pointed out. Whether printed directly on the cloth with water-soluble inks, or on paper bands attached to the bag, the material provides a valuable cloth premium for thrifty housewives' use, it was claimed.

When laundered, rayon becomes soft enough for making women's lingerie and blouses, shirts, pillow slips and even luncheon cloths and napkins, a Chase spokesman said.

E. A. SIEBENTHAL DIES

GOODLAND, IND. — Edward A. Siebenthal, 46, died at his feed mill here recently following a heart attack. He had operated the mill for 10 years.



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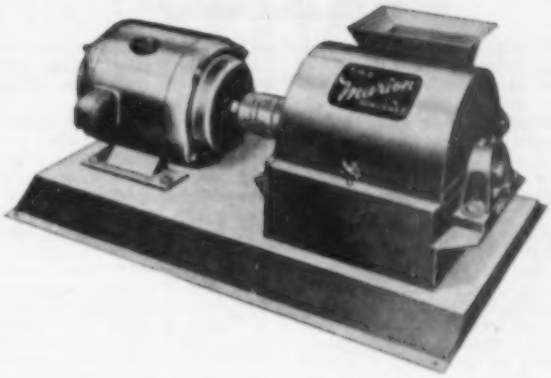

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Recent Developments in the Nutrition of the Laying Hen

By Gordon E. Bearse

SEVERAL contributions to our knowledge of the nutrition of the laying hen that are of immediate and practical interest to commercial feed men have recently been made. Because the discussion must be limited and because of familiarity with the work, this discussion will be confined to recent studies conducted by poultry investigators of the State College of Washington. Among the investigations to be discussed will be (1) studies made of the energy levels of rations for growing replacement pullets; (2) experiments concerned with energy levels of laying rations; (3) investigations on effects of increasing vitamin D and/or calcium periodically on egg shell quality; (4) preliminary work on the need for antibiotics and vitamin B_{12} in laying rations, and (5) studies of the granulation and pelleting of feeds for layers.

High or low energy rations for growing replacement pullets is a frequent question since the advent of high energy, low fiber feeds for fryers. Fryer growers are now producing 3-lb. birds in 10 to 11 weeks with 3 lb. feed for every pound of of meat. Because of this rapid growth, poultrymen have been wondering what would happen if they raised their replacement pullets with similar types of feeds. In experiments conducted at the Western Washington Experiment Station, Lawrence R. Berg, V. L. Miller and I set out to try and answer this question.

White Leghorn pullet chicks were started and raised on different rations of high, low and medium energy and fiber. One group was switched at 8 weeks of age from high energy all-mash to low energy mash and grain. The chicks were divided so that some were raised on range and some in confinement. When the birds were 22 weeks of age, they were divided equally into 12 laying pens and fed three different laying rations of varying energy content. All birds were individually banded and trapnested to study the egg production resulting from the different types of growing rations.

At eight weeks of age the pullets reared in confinement on the all-mash high energy feed had made the most rapid gains. Comparing rations of high, low and medium energy, which included scratch grains after three weeks of age, resulted in greatest gains for the high energy ration, followed by the medium and low energy feeds, respectively. At 20 weeks of age, the high energy fed birds reared in confinement were still the heaviest. They were about one third pound heavier than the birds raised in confinement on low energy feeds. The birds started on high energy all-mash and switched to low energy mash and grain were about one quarter pound lighter at 20 weeks of age.

Among the confinement-reared groups, those fed the high energy feed were the largest at maturity; whereas among the range-reared groups, the average weights were similar. The differences in the days to maturity were not significant for either the range-reared birds or those grown in confinement.

Feed consumption to 20 weeks of age by the low energy fed groups on range was about 10% more than those fed the high energy feeds on range. In confinement the difference was only 6% between the low and high energy fed birds.

EDITOR'S NOTE: In the accompanying article, Mr. Bearse discusses studies of energy levels of rations for growing replacement pullets, experiments with energy levels of laying rations, preliminary work on the need for antibiotics and vitamin B_{12} in laying rations and other experimental work. Mr. Bearse is a poultryman with the State College of Washington at the Western Washington Experiment Station, Puyallup. The article published here is an abstract of Mr. Bearse's talk at the California Animal Industry Conference at Sacramento.

Egg Production

In studying the egg production between the various groups, it was found that there were actually no real differences. The rate of mortality among the various groups was not influenced by the ration. Likewise, there were no differences in egg weight or in hatchability of fertile eggs between the groups fed low, medium and high energy laying ra-

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tions. At 68 weeks of age the average body weight of the birds fed the high energy laying ration was one third pound more than that of the birds fed the low energy laying ration. As might be expected, feed consumption was greater in the groups fed the lower energy feeds. The high energy fed groups ate 9% less feed than the low energy fed birds and 5.7% less than the medium energy fed groups during the laying period.

In a separate experiment, Leghorn pullets in laying cages were fed high, medium and low energy laying rations. The birds on the three rations laid at an average rate of 66.5% for eight 28-day periods with only 3% difference existing between any of the rations. There was an increasing gain in body weight among the birds as the energy content of the ration was increased. Feed consumption tended to increase slightly as the energy content of the feed decreased.

From these studies we have concluded that the high energy feeds get the chicks off to a good start, but this initial start does not exert a beneficial influence on the bird's productive life. Furthermore, we believe that the prices of the grain portions of the ration can be used as a major factor in determining the energy content of the growing or laying rations.

Feed mixers must constantly study the prices of the various ingredients in order to determine whether they are going to mix high or low energy rations for replacement pullets and layers. If the low energy feeds are sufficiently lower in price than high energy feeds, then any advantages in body weight or feed consumption that high energy feeds may give will be lost.

Granulation

The proper granulation of feeds for optimum results has long been a question at point among feed manufacturers and poultrymen. Drops in egg production have at times been attributed to changes in granulation from one mix to another of the laying mash. Pellets have been acclaimed the superior form for feed because the bird ingests a complete ration with each beakful of feed. To throw light upon these problems, a series of experiments were carried out by Mr. Berg and me involving several thousand laying birds of varying ages.

As a result of the studies made, it was concluded that laying birds will consume and utilize with equal efficiency mashes varying in texture from coarse to fine when the variation is brought about by different methods of preparing the grains and the nutritional value of the feeds are the same. The coarsest ration fed was prepared by using dry rolled wheat, corn ground over ¼ in. hammermill screen, oats ground over 3/16 in. hammermill screen and coarse unground wheat mixed feed. The finest ration had all four of the grain products ground over a 1/16 in. hammermill screen. Suddenly changing the texture of the mash fed to birds laying from 65 to 70%

(Continued on page 52)

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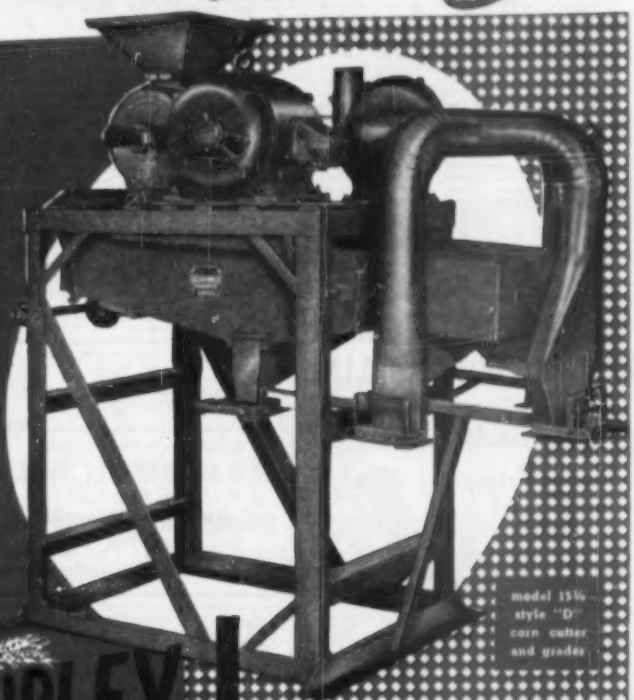

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FOR SALE — LARGE ANGLO-AMERICAN Molasses Mixer with 60 H.P. motor. Two small size molasses mixers. Write Wenger Mixer Co., Sabetha, Kansas.

75 H.P. HUGHES REVOLUTIONARY HAMmermill, late model, used less than three months. Address 2331, Feedstuffs, Minneapolis 2, Minn.

FOR SALE—ONE TON AND ONE HALF twin spiral Bluestreak Mixer complete with motor drive and belts, nearly new. Also one-ton Burton Feed Mixer. Honeggers' & Co., Inc., Forrest, Ill.

PRICED FOR QUICK SALE — 150 H.P. direct connected J-B hammermill with magnetic starter, entry switch, cyclone, sacker and etc. Used very little. Bearcat grinder with motor. Five Rivers Milling Co., Fayette, Idaho.

ONE (1) SPROUT-WALDRON NO. 10 DUplex Cold Mix Molasses Agitator. Direct connection for motor with a variable speed feeder mounted on iron frame. In perfect condition for quick sale. Reply to Cooperative Mills, Inc., P.O. Box 5, Roanoke 1, Va.

WE HAVE PORTABLE GRI'DER—USED. Large size Bearcat, powered by V-belt drive. Large Buda engine. Mounted on 1941 Chevrolet, Cab-over-Engine, long wheel base. Truck complete. Desert Gold Turkey Farm, Liberty, Mo., Phone 498.

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ONE W. S. TYLER CO. NIAGARA VIbrating Screen, style 100, serial number 8181. Two Richmond Manufacturing Co. Niagara Super Sifters No. 4x10, serial numbers 21749 and 21750. All equipment offered subject to prior sale. Address: Archer-Daniels-Midland Co., 600 Roanoke Bldg., Minneapolis 2, Minn.

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WOULD PURCHASE HEIL 24' ALFALFA Dehydrator drum. What offers? Address 2336, Feedstuffs, Minneapolis 2, Minn.

WANTED — GOOD HEAVY DUTY CALIfornia Pellet Machine. George O'Day Co., Box 4546, Stockyards Station, Denver 16, Colo.

WANTED TWO SUPER DUO EXPELLERS —May consider Duo or RB for other operation. Address 1594, Feedstuffs, Minneapolis 2, Minn.

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, P.O. Box 574, Jefferson City, Mo.

BABY CHICKS FOR SALE

HATCHING YEAR ROUND; 45,000 CHICKS per week; contact us for wholesale prices U.S. approved and pullorum passed. Morris Hatchery, 843 Jackson St., Morris, Ill.

WHOLESALE CHICKS WITH 43 YEARS of dependability and quality. U.S. Approved Pullorum Passed. Excellent shipping facilities. Leading breeds. Write for prices. Thornwood Hatchery, Crandall, Ind.

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MANUFACTURER OF FEED EQUIPMENT has openings for salesmen in several southern states. Address 2352, Feedstuffs, Minneapolis 2, Minn.

TOP FEED SALESMEN TO REPRESENT rapidly expanding manufacturer of high quality feeds. Number of new territories open in Ohio, Pennsylvania, West Virginia and Indiana. If you have the stuff, write full details—territory wanted—experience—income to start. Letters strictly confidential. Write Provico Feeds, Cincinnati 33, Ohio.

WANTED—ASSISTANT MILL SUPERINtendent to work with an elderly superintendent anxious to pass on know-how, and who knows about this ad. This is a modern (built in 1947), 300-ton daily capacity feed mill, owned by long-established, sound, rapidly expanding company. If you are willing to accept responsibility and want advancement, answer this ad. The O. A. Cooper Co., Humboldt, Neb.

EXPERIENCED FEED MILL MANAGER— North Jersey feed mill desires only an experienced man in feed mill operation. Must have prior experience and good working knowledge of entire feed mill operation including production, machinery, distribution, labor, purchasing and general management. Prior experience in farm cooperative field preferred. Write care of Box 906, Church Street Station, New York 6, N. Y.

SALESMAN WANTED FOR COMPLETE line premium quality poultry and livestock feeds. Extra liberal commissions—no limit on earnings. Want men "hungry" for top money who are experienced, proved producers. Must know poultry and/or dairy. We sell quality—want quality men. Write full details experience first letter with references. Territories now open New Jersey, Pennsylvania, Delmarva, New England. Fast action assured. Our men knew of this ad. Address 2319, Feedstuffs, Minneapolis 2, Minn.

FEED MILL SUPERINTENDENT

Needed by nationally known manufacturer for large eastern mill. Must be leader and able to take complete charge. Prior experience in similar capacity essential. This is one of the largest mills in the East, and requires aggressive, experienced superintendent. Include complete facts and business history with first letter. Letter treated confidentially. Address 2354, Feedstuffs, 166 W. Jackson Blvd., Chicago 4, Ill.

HELP WANTED

WANTED SALES SUPERVISOR — MUST have college training and practical experience in poultry husbandry. Must be capable of leading other men. Must be a capable salesman, himself. Southern California territory. Address 2267, Feedstuffs, Minneapolis 2, Minn.

WANTED — AGGRESSIVE YOUNG MAN with some knowledge of the ingredient feed business to handle a full line of feed supplies and vitamin products in the State of Ohio. Write The Atlantic Supply Co., 31 S. Calvert St., Baltimore 2, Md.

WANTED — AGGRESSIVE YOUNG MAN with some knowledge of the ingredient feed business to handle a full line of feed supplies and vitamin products in the State of North Carolina. Write The Atlantic Supply Co., 31 S. Calvert St., Baltimore 2, Md.

NUTRITIONIST FOR ESTABLISHED PROgressive southern feed mill. Must have experience with formulation of feeds for poultry and large animals, as well as knowledge in chemical analyses. Permanent position with plenty possibilities for right man. Starting salary including bonus $7,500. Give full details of training, experience and send a recent snapshot. Application treated confidentially. Address 2331, Feedstuffs, Minneapolis 2, Minn.

BUSINESS OPPORTUNITIES

FOR SALE — EFFICIENT FEED MILL, grain elevator and coal business, serving south central Michigan. Good trucks, equipment, experienced help. Address 2306, Feedstuffs, Minneapolis 2, Minn.

WANTED — PARTNER IN FEED-SEED-Fertilizer and Broiler plant in southern Minnesota—doing good business. Address 2356, Feedstuffs, Minneapolis 2, Minn.

FLOUR-FEED MILL — CLOSING ESTATE. Old established modern mill. Water power, flour, feeds, mixing, seed cleaning, treating. Prosperous northern Minnesota section. Address 2346, Feedstuffs, Minneapolis 2, Minn.

FOR SALE — CALIFORNIA, TWO HOURS from San Francisco, manufacturing feed specialty, output sold yearly in advance, nets $40,000. Total price only $125,000, actual value of plant, equipment. Address 1719, Feedstuffs, Minneapolis 2, Minn.

FOR SALE — OWNER WISHES TO REtire. Excellent opportunity for an experienced man. Long established feed and farm supply business located in prosperous irrigated community—50 miles north of Denver, Colo. Address 2359, Feedstuffs, Minneapolis 2, Minn.

LOCATED IN NORTHERN INDIANA IN a heavy producing corn and wheat section a wholesale and retail grain, feed and seed business. Mill and elevator 20,000-bu. capacity equipped with a pellet mill. Hess automatic grain drier and large capacity grain handling equipment located on private siding. Mill and retail store nearby but separate location completely equipped also on siding. All machinery less than 5 years old. Inventory about $45,000. Excellent yearly tonnage of grains and formula feeds. Must sell to settle estate. Address 2323, Feedstuffs, Minneapolis 2, Minn.

FOR SALE, LEASE OR PARTNERSHIP going formula feed mill in central Texas. Owner must devote full time to associated business interests. Will sell this mill, lease it or take into partnership young man who can make some investment and competent to manage business. Capacity 15,000 cwt. weekly. Sales tripled in past four years. Located in heart of rapidly growing poultry and dairy section. New mill machinery and delivery equipment, well organized sales force. Can furnish experimental farm facilities. Write Box 1065, Feedstuffs, 613 Board of Trade Bldg., Kansas City 6, Mo.

CANADIAN WHEAT BOARD LIFTS DELIVERY CURBS

WINNIPEG—The Canadian Wheat Board last week removed all delivery quota restrictions on wheat, oats and barley, at all delivery points in Manitoba. Producers in this province may now deliver grain to any elevator at any delivery points where space is available.

GRAIN ELEVATOR BURNS

DELAVAN, WIS.—Loss estimated at $75,000 was suffered by the John F. Mawwhinney grain elevator here by fire which swept the large wooden elevator early Nov. 19. The elevator, constructed in 1948, was totally destroyed with its contents of corn, soybean oil meal, seeds, bran, shellers, grinders and other equipment.

MILL SUPERINTENDENT—for highly mechanized Draver feed mill in western New York. Immediate opening for right man. Must be able to be real super, know modern feed mill machinery and operation, must be able to handle men, must be able to line up work and keep production line operation running efficiently. Write "Special Delivery," give experience and references . . . include telephone number where you can be reached. Address 2341, Feedstuffs, 23 Beaver St., New York 4, N. Y.

FUGTA Proposes Dispersal of New Grain Terminal Facilities

ST. PAUL—Stockholders of the Farmers Union Grain Terminal Assn. have proposed dispersal of new grain terminal facilities away from big cities as a precaution against bombing attacks or transportation tie-ups.

The proposal, one of several in connection with efforts to strengthen the nation's defense and win world peace, was made at the annual GTA stockholders meeting in St. Paul last week.

Stockholders of the large regional grain marketing cooperative also called for the building up of huge grain supplies.

The association pledged all-out support in meeting the "challenge of an aggressive and imperialistic world, and it asked Congress to recognize that agriculture is an essential industry in the U.S. defense program. The co-op called for a "realistic program of national security."

Stockholders proposed "using American food to save world peace."

M. W. Thatcher, GTA general manager, advocated payment of full parity prices on all grain consumed in the U.S. to stimulate big production, and gift or sale at discount of surpluses to needy people abroad. He said that "the goal of full parity on farm income should never be abandoned, but nourished and strengthened as a contribution to the nation's economic stability."

"Unselfish help from the U.S. to raise food production and consumption standards aboard will help make this a peaceful world," Mr. Thatcher added. "Peace and want can't live together."

In resolutions which were adopted, GTA called for an excess profits tax as an inflation curb, price and wage controls "across the board" if necessary, directives to selective service recognizing that "our farms must not be stripped of experienced farm boys" if production is to meet all emergencies, appropriate government action if railroads are unable to meet boxcar requirements, a campaign to eliminate the rust menace to wheat, a cooperatively-owned power network to use surplus power from Missouri River dams, a St. Lawrence waterway, a Missouri River authority similar to the Tennessee Valley Authority, a campaign to provide every farmer in the Northwest grain areas with an opportunity to market through GTA and "an all-out fight against co-op enemies, particularly the National Tax Equality Assn., which is campaigning for punitive legislation against cooperatives."

Ivy W. Duggan, governor of the Farm Credit Administration, urged farmers to "put the national interest ahead of every other consideration." Among other speakers were T. F. O'Neill and T. C. Croll, assistant general managers of GTA, who said farmers should forego cash dividends until their co-ops are "financially impregnable."

(An earlier story on the GTA meeting appeared in the Dec. 16 issue of Feedstuffs.)

PLANT EXPANSION COMPLETED

CANAJOHARIE, N.Y.—The completion of a $55,000 plant expansion program at the Canajoharie plant of Arkell & Smiths, multiwall bag manufacturing company, was announced by S. S. Yates, president. All three of the company's plants participated in the program. Addition of warehouse space and manufacturing area has made possible economies of operation and handling. The installation of a high speed web specialty printing press in January will increase the specialty bag capacity of the Canajoharie plant by about 50%, Mr. Yates said. This plant manufactures multiwall flour and formula feed bags in addition to other specialty bags.

ST. REGIS DIRECTOR

NEW YORK—Directors of the St. Regis Paper Co. have elected James P. Lewis of Beaver Falls, N.Y., to the board, filling a vacancy created by the death of Mr. Lewis' father, Harry S. Lewis, last October. The new St. Regis director is associated with the business interests of his late father in northern New York. These include the J. P. Lewis Co. of Beaver Falls, manufacturer of wood fiber and paper board; Latex Fiber Industries, Inc., and the Beaver River Power Co.

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Write for prices on Vitamin A oils with Vitamin D added in the potencies you desire.
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Invariably, wherever you see a HAINES MIXER installed, you are looking at a profitable feed mixing business. A Haines is a real money maker! It not only mixes feeds thoroughly in half the time, but because of the perfect blending of all ingredients, it brings customers back again and again.
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Nutrition Developments

(Continued from page 48)

by changing the mode of preparation of the grains and by substituting a wheat preparation for wheat mixed feed, or changing from mash to pellets and vice versa, did not affect rate of lay. Feeding mash in pellet form increased feed consumption, the greater feed consumption manifested itself in greater body weight but not in greater egg production.

Supplementation of poultry feeds with preparations containing antibiotics and/or vitamin B_{12} is of recent origin. Most of the research conducted has been with respect to growth and hatchability. The requirements of the commercial egg producing hen as differentiated from the breeding bird have not been established. Mr. Berg and I have shown in experiments with laying pullets fed all-soybean supplementary protein diets of 11, 13 and 15% protein with and without added vitamin B_{12} that rate of production was not enhanced by the addition of vitamin B_{12}. Production was practically the same on levels of 13 and 15% protein but retarded at the 11% level. Egg weight or egg shell thickness were not affected by vitamin B_{12} or by level of protein. In the absence of vitamin B_{12} there was a definite decrease in body weight associated with each decrease in the level of protein in the ration. At protein levels of 11 and 13%, vitamin B_{12} had a tendency to decrease the loss in body weight. This was not true at the 15% protein level.

In an experiment conducted with an APF fermentation supplement known to contain both an antibiotic and vitamin B_{12}, Carver and McGinnis found that the lots fed a diet of soybean protein supplemented with APF laid at a higher rate than the pens fed the unsupplemented soybean ration but showed no advantage over the lots fed a fish meal-soybean oil meal diet. Pullets fed a soybean basal diet supplemented with fish meal or APF made better gains in body weight than those fed the soybean basal diet.

Shell Weaknesses

One of the causes of lowered egg grades is poor shell quality or rough and checked shells. An attempt was made by Berg and the author to determine if these shell weaknesses, which become progressively worse as the laying year progresses, could be helped by increasing vitamin D and/or calcium periodically. All pens were started on a practical mash and whole grain laying ration which contained 2.25% calcium and 450 I.U. of vitamin D or the National Research Council Recommendations for these nutrients. After three months, the ration fed to two pens was increased to 2.63% calcium. For two other pens the vitamin D level was increased to 675 I.U. A third set of pens received the ration with both calcium and vitamin D increased, while two pens were not changed. After another three months, further increases were made, except in the control group. The calcium level was stepped up to 3% and the vitamin D level to 900 I.U. both independently and combined. Unfortunately, the results of the experiment were negative in that it was found that the seasonal declines in egg shell smoothness and thickness were not prevented by the periodic increases of calcium and/or vitamin D. Feed men would, therefore, not be improving their laying mashes by making periodic increases in these nutrients.

HARRY M. BROWN DEAD

CASTLETON, VT. — Harry Moses Brown, in the feed and grain business here for 50 years, died recently on the eve of his 84th birthday.

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November Hatchery Production Largest of Record for Month

WASHINGTON — The output of chicks by commercial hatcheries during November was the largest of record for the month, the Bureau of Agricultural Economics reports. Chick production totaled 70,135,000.

This hatch was 19% larger than in November a year ago, the previous high production for the month, and 65% above the 1944-48 average. Broiler prices have been at a relatively low level. However, optimism about the future apparently prevails and a larger December hatch than last year is in prospect. The number of eggs in incubators Dec. 1 was 24% larger than a year ago. The number of chicks hatched during the first 11 months of this year totaled 1,445,993,000 chicks, compared with 1,449,620,000 during the same period last year—a decrease of less than 1%.

Chick production during November was larger than a year ago in all regions of the country except in the Mid-Atlantic states, where a decrease of 8% was reported. Increases were 43% in the East South Central, 35% in the West North Central, 34% in the New England, 29% in the East North Central, 27% in the Mountain, 21% in the West South Central, and 13% in the South Atlantic and Pacific Coast states.

Prices received for eggs in mid-November averaged 45.6¢ doz., compared with last year's mid-November average price of 47¢. Egg prices advanced 2.4¢ doz. during the month ending Nov. 15, compared with the average increase of 2¢. Chicken prices Nov. 15 averaged 22.6¢ lb. live weight, compared with 23.1¢ a year ago. Prices declined .1¢ lb. during the month ending Nov. 15, compared with the average seasonal decline of 1.1¢.

The average cost of the farm poultry ration at mid-November prices was $3.63 per 100 lb., compared with $3.31 a year ago. The egg-feed and chicken-feed relationships were less favorable than a year ago.

The nation's farm laying flock averaged 381,306,000 layers in November, about the same as in November last year, but 4% above average. A 1% increase in numbers of layers in the North Atlantic and a 4% increase in the West North Central states offset decreases of 4% in the South Central, 3% in the South Atlantic and 2% in the West. There was no change in the East North Central States. The seasonal increase in layers from Nov. 1 to Dec. 1 was 3% compared with 7% last year and the average increase of 8%. On Dec. 1 there were 2% fewer layers on farms than a year ago.

Potential layers (hens and pullets of laying age plus pullets not of laying age) on farms Dec. 1 totaled 438,054,000—4% fewer than a year ago. Holdings were smaller than a year ago in all areas of the country with decreases of 1% in the West North Central, 3% in the North Atlantic and East North Central, 5% in the West, 6% in the South Atlantic and 9% in the South Central states. The seasonal decrease in potential layers from Nov. 1 to Dec. 1 was 7%, compared with 5% last year and the average of 6%. This indicates heavier culling in 1950, the report concludes.

CHICKS HATCHED BY COMMERCIAL HATCHERIES—U.S. (in thousands)

Month—	Month 1949*	Month 1950†	Month 1950 1949 %	To date 1949*	To date 1950†	To date Chge. from 1949 No.	To date Chge. from 1949 %
January	80,336	83,664	+ 4	80,236	83,664	+ 3,428	+ 4
February	139,669	139,751	0	219,927	223,415	+ 3,488	+ 2
March	263,667	266,863	+ 1	483,594	489,357	+ 5,803	+ 1
April	262,338	253,894	— 6	745,934	733,303	—12,631	— 2
May	247,594	231,439	—15	1,043,416	984,912	—58,504	— 6
June	116,700	99,340	—15	1,160,116	1,084,172	—75,944	— 7
July	89,990	75,026	+27	1,219,617	1,159,198	—60,419	— 5
August	52,117	73,990	+42	1,271,734	1,233,206	—38,528	— 3
September	54,791	71,373	+30	1,326,525	1,303,669	—22,856	— 2
October	63,969	72,159	+13	1,390,494	1,375,855	—14,639	— 1
November	59,126	70,135	+19	1,449,620	1,445,993	— 3,627	..
December	55,320	.....	..	1,504,940	.....	....	..

*Revised. †Preliminary.

R. L. COOMBER DEAD

FREEPORT, ILL. — Roland L. Coomber, 68, formerly president of the S. C. Bartlett Co. grain firm in Peoria, died at his home here recently. He is survived by his widow and a daughter.

CO-OP PLANS ELEVATOR

NICKERSON, KANSAS — Stockholders of the Farmers Cooperative Elevator Company here, at a meeting Dec. 6, unanimously voted to approve a plan to amend by-laws of the cooperative for changing the capital structure for the 39-year-old company, so that a building program could be undertaken. Plans to build a new 150,000-bu. elevator already have been drafted. Capital structure of the cooperative has been enlarged to $200,000. The new elevator will be finished in time for the 1951 wheat harvest. E. C. McGonigle is manager of the cooperative.

BREWERS' DRIED GRAINS PRODUCTION (tons)

The Production and Marketing Administration reports the following statistics on brewers' dried grains:

Month	1949-50 Monthly	1949-50 Cumulative	1950-51 Monthly	1950-51 Cumulative
October	16,800	16,800	*16,400	16,400
November	14,800	31,600	.....	.....
December	16,700	48,400	.....	.....
January	15,500	63,900	.....	.....
February	14,900	78,800	.....	.....
March	19,800	98,600	.....	.....
April	19,000	117,600	.....	.....
May	22,000	139,600	.....	.....
June	24,200	163,800	.....	.....
July	24,800	188,600	.....	.....
August	24,100	212,700	.....	.....
September	18,900	231,600	.....	.....

*Preliminary.

Stocks of brewers' dried grains on hand at plants and warehouses Oct. 31, 1950, amounted to 4,024 tons compared with 8,683 tons Sept. 30, 1950, and 4,396 tons Oct. 31, 1949.

Robert H. Lamping

NAMED MANAGER — Robert H. Lamping is the new general manager of the Great Lakes By-Products Co., 141 W. Jackson St., Chicago, manufacturer of high protein feed supplements. Mr. Lamping was graduated from University of Cincinnati in 1932 in chemical engineering. For several years he was manager of Valcar Enterprises, Inc., Dallas, Texas.

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WICHITA MEMPHIS CHICAGO OMAHA DENVER TULSA

VR-12

THE FEED MARKETS

★ ★ ★ ★ ★

Demand — Supply — Trends — Prices

Quotations on feed ingredients shown in these and adjoining columns are wholesale prices, per ton, bagged, for prompt delivery, unless otherwise noted. They are the latest quotations available by mail from Feedstuffs correspondents, but are not necessarily those in effect on date of publication. The prices represent fair average trading values and do not necessarily represent extreme low or high levels at which individual sales might have occurred. A descriptive summary of supply and demand factors prevalent in the feed market appears on page 2.

ALFALFA MEAL

Philadelphia: Demand fair; supply light; 17% dehydrated, guaranteed $78.

Memphis: Demand good; trend upward; supply ample; dehydrated, 17%, guaranteed 100,000 units vitamin A $62.50; No. 1 fine suncured $48.50, No. 2 medium $43.50.

Indianapolis: Demand fair; trend steady; supply light; no suncured available; dehydrated, 17% $67.

Omaha: Demand good; supply fair; suncured $43; dehydrated, 20% $58, 17% $55, 15% $50.

Ft. Worth: Demand excellent; supply limited, except without A guarantee; dehydrated, 100,000 A, 17%, West Coast $67.50@68.50 December, $72.50@73.50 January-February-March; Texas origin, without A guarantee $64.50@65.50 December-January.

Boston: Demand and supply fair; dehydrated, 17% $68, suncured, 13% $57.10.

Los Angeles: Demand improved; trend upward; supply adequate; 17% dehydrated $54@55; 15% suncured $37@38.

Cincinnati: Demand good; trend strong; supply adequate; dehydrated, 17%, 100,000 units vitamin A $63.40@69.40.

St. Louis: Demand good; supply very tight on suncured and dehydrated 100,000 A, ample on dehydrated no A guarantee; dehydrated, 17% $64.40, 100,000 A, St. Louis, $66.40 no A guarantee, St. Louis; western suncured leaf $60.40, No. 1 fine $49.40, No. 1 medium $46.40, St. Louis.

Minneapolis: Prices were up $3@4 ton this week as demand expanded. Quotations 17% dehydrated, 100,000 units of vitamin A guaranteed $63@64; 17%, no guarantee $57@58; 20 to 22% $72, nominal; 13% suncurd $47.50.

New Orleans: Demand fair; trend higher; supply ample; 17% dehydrated $67@68, 15% $60@62, 13% No. 1 $51@54.

Milwaukee: Demand and supply fair; western dehydrated, 17% $60, with 100,000 A guarantee; 20% $65, with 150,000 A guarantee; western suncured, 13% $48.50, 15% $50.50.

Seattle: Demand slow, supply ample on suncured, tight on dehydrated; 15% fine grind suncured $45 ton, carlots, prompt; 17% protein and 100,000 A unit dehydrated $63 ton, carlots, prompt.

Kansas City: Market very firm with quotations higher and offerings fairly adequate; 17% dehydrated alfalfa meal with 100,000 units of vitamin A guaranteed on arrival at least $60 sacked, Kansas City for spot or December; first half January $64, last half January $67.50, scattered January $65. No. 2 ¼ in. suncured meal, Kansas production $39.50, Colorado $35.50@36 sacked, Kansas City, and Nebraska $33 sacked, Omaha.

BARLEY FEED

Seattle: Demand fair; supply good; whole $64, ground $64, rolled $67, all a ton, ex-warehouse, l.c.l.

Philadelphia: Demand slow, supply ample; pulverized $70.

San Francisco: Demand fair; supply ample; standard rolled $68, rabbit $60.

Milwaukee: Demand fair on pulverized, good on needles; supply ample on pulverized, scarce on needles; pulverized, white $52, feed $49.50; needles $1.30 bu.

New Orleans: Demand fair; trend steady to higher; supply adequate; $60@62.50.

Indianapolis: Demand fair; trend steady; supply ample, whole barley $77 sacked, crimped barley $82, no pulverized available.

Ogden: Supply average; rolled $47@51, whole barley $45@49.

Boston: Demand fair; supply adequate; $55.

BLOOD FLOUR

Louisville: Demand fair; trend firm; supply ample, $145 ton.

New Orleans: Demand slow; trend steady; supply adequate; $130@132.50.

BLOOD MEAL

Louisville: Demand fair; trend steady; supply ample; $145 ton.

Denver: Demand fair; trend steady; supply ample, $125.

San Francisco: Demand good; supply fair; $5.10 a unit of ammonia; screened blood $8 a unit of ammonia.

New Orleans: Demand slow; trend firm; supply adequate; $130@132.50.

Kansas City: Demand good; offerings limited; $145@150 sacked, Kansas City.

Seattle: Demand steady; supply fair, $110 ton, f.o.b. local packing plants.

Los Angeles: Demand good; trend firm; supply adequate; $9 a unit of ammonia.

BONE MEAL

Louisville: Demand good; trend steady; supply fair, $70 ton.

San Francisco: Demand fair; supply ample; $57.50.

New Orleans: Demand slow; trend firm; supply limited; $67@68, ex-dock, New Orleans.

Atlanta: Demand fair; trend steady; supply adequate; $62, f.o.b. southern ports.

BONE MEAL (STEAMED)

Louisville: Demand good; trend steady; supply fair; imported $70, domestic $60.

Kansas City: Demand good; supply moderate; $95 sacked, Kansas City.

Cincinnati: Demand very good; trend strong; supply very short; $80 ton, sacked, f.o.b. Cincinnati.

Denver: Demand good; trend steady; supply sufficient; $97.80.

San Francisco: Demand good, supply ample; $67.50.

St. Louis: Demand fair; supply adequate; $65 sacked.

New Orleans: Demand good; trend strong to higher; supply limited; $62.50@65, ex-dock, New Orleans.

Indianapolis: Demand fairly good; trend strong to higher; supply none too plentiful; $68 sacked.

Ft. Worth: Demand good; supply sufficient; carlots, special steamed imported 50% protein, 14% phosphorus, 72% R.P.L. $3.65@3.75 delivered, l.c.l. $4.20, granulated $4.70, f.o.b. Ft. Worth.

Boston: Demand quiet; supply good; $73@74.

Los Angeles: Demand good; trend steady; supply ample; domestic $70.

BREWERS' DRIED GRAINS

Louisville: Demand good; trend steady; supply ample; $62.50 ton.

Cincinnati: Demand poor; trend higher; supply adequate; $58.50@59.50.

San Francisco: Demand good; supply adequate; $57.

St. Louis: Demand and supply good; $44 bulk.

Milwaukee: Demand good; supply scarce; 22% $52.50, 24% $53.50, 26% $54.50@55.

New Orleans: Demand fair; trend strong; supply adequate; $61.50@63.50.

Philadelphia: Demand fair; supply adequate; $63.

Boston: Demand good; supply fair; $61@61.50.

BREWERS' DRIED YEAST

Louisville: Demand fair; trend steady; supply ample; $160.

San Francisco: Demand fair; supply adequate; 7½¢ lb.

Milwaukee: Demand and supply fair; 8¢ lb., carlots.

St. Louis: Demand improved; supply plentiful; 8¢ lb. in carlots, St. Louis.

Cincinnati: 8¢ lb. in carlots.

New York: 8¢ lb. in carlots.

New Orleans: 8¢ lb. in carlots.

Pittsburgh: 8¢ lb. in carlots.

Boston: 8¢ lb. in carlots.

BUTTERMILK-CONDENSED

Louisville: Demand good; trend firm; supply ample, $5.25.

Philadelphia: Demand light; supply ample; $5.

San Francisco: Demand fair; supply good; $5.35 cwt.

Minneapolis: Market steady; demand fair; supply ample; $4.75 cwt.

Milwaukee: Demand light; supply ample; 27% $3.75@4.25.

Indianapolis: Demand fair; trend unchanged; supply ample; $4.30, 100-lb. bag, in barrels $4.95.

Ogden: Supply average; $5.60, 100-lb drum.

Los Angeles: Demand good; trend firm; supply ample; $5.45 cwt. in barrels; $4.95, 100-lb. kegs.

CALCITE CRYSTALS AND FLOUR

Limecrest, N.J.: Crystals $8.50, carlots; flour $5.75.

CALCIUM CARBONATE

Seattle: Demand steady; supply good; $12 ton, ex-warehouse, truck lots.

Denver: Demand and supply fair; trend steady; $15.

New Orleans: Demand good; trend steady; supply ample; $8.50@9 on oyster shell flour.

Minneapolis: Prices depend on potency of mix; KI 5 and 25-lb. MnSO₄ 100-lb. lots $14.80, plain calcium $9.50 ton; 5 KI $12.50.

Los Angeles: Demand strong; trend very firm; supply adequate; meal $8.60, grits $11.10.

CHARCOAL

Kansas City: Demand and supply good; $60@40 sacked, f.o.b. plant, depending on grade and bag size.

San Francisco: Demand steady; supply ample; $69.50.

New Orleans: Demand slack; trend steady; supply ample; oak charcoal, 140-lb. bags $1.60@1.75.

Boston: Demand active; supply light; $80.

COCONUT OIL MEAL

Seattle: Demand fair; supply good; $60, Tacoma, carlots, January; $59, ex-dock, imported, January arrival.

San Francisco: Demand fair, supply good, $58.50.

Los Angeles: Demand good; trend upward; supply ample; $59@60.

COD LIVER OIL (FORTIFIED)

New York: 400 D, 1,500 A 24½@27½¢, 400 D, 2,250 A 27½@29½¢; 400 D, 3,000 A 30½¢; 800 D, 1,500 A 26½@29½¢; 800 D, 2,250 A 29½@32¢; 800 D, 3,000 A 32½@34¢.

Boston: Demand good; supply ample; 800 D, 2,250 A 29½¢ lb.; 400 D, 1,500 A 24½¢; 400 D, 2,250 A 29¢.

COLLOIDAL PHOSPHATE

Chicago: $22, carlots.

Kansas City: $21, carlots.

St. Louis: $20.50, carlots.

Des Moines: $22, carlots.

Philadelphia: $21, carlots.

CONDENSED FISH SOLUBLES

Boston: Demand fair; supply adequate; tank cars 5¢ lb.; drums 6¢ lb.

CORN GERM MEAL

Louisville: Demand fair; trend stronger; supply ample; $64 ton.

St. Louis: Demand poor; no supply; $51, nominal.

New Orleans: Demand poor; trend steady; supply adequate; $61@62.

CORN GLUTEN FEED AND MEAL

(All quotations for all cities are sacked basis; bulk basis $7 less)

Minneapolis: Feed $69.15, meal $86.15.

Atlanta: Feed $66.84, meal $92.54.

Birmingham: Feed $64.99, meal $90.99.

Boston: Feed $64.48, meal $90.48.

Chicago: Feed $55, meal $81.

Cleveland: Feed $61.28, meal $87.28.

Denver: Feed $63.03, meal $89.03.

Ft. Worth: Feed $61.69, meal $87.69.

Indianapolis: Feed $59.02, meal $85.02.

Kansas City: Feed $55, meal $81.

Louisville: Feed $60.46, meal $86.46.

New Orleans: Feed $63.03, meal $89.03.

New York: Feed $64.06, meal $90.06.

Norfolk: Feed $63.45, meal $89.45.

Philadelphia: Feed $63.65, meal $89.65.

Pittsburgh: Feed $61.69, meal $87.69.

St. Louis: Feed $55, meal $81.

COTTONSEED OIL MEAL

Louisville: Demand and supply good; trend stronger; $90.75 ton.

Kansas City: Demand fair to good; market firm; $83@83.50 sacked, Memphis, for nearby shipment.

Seattle: Demand fair; supply tight; $88.50 ton, delivered rail, domestic 43%, carlots.

Cincinnati: Demand poor; trend higher; supply adequate; $92.

Philadelphia: Demand moderate; supply sufficient; $96.

Indianapolis: Demand fair; trend steady; supply ample; 41% $94.

Ogden: Supply normal; 41% $80@85.

Atlanta: Demand slow; trend steady; supply ample; 41% $85, f.o.b. Georgia mills; 41% $82, f.o.b. Mississippi mills.

Wichita: Demand fair; supply sufficient; 41% $93.

Denver: Demand and supply good; trend steady; $98.

New Orleans: Demand poor; trend strong; supply adequate, 41% $101@101.50.

San Francisco: Demand good; supply fair; $74.50.

Omaha: Demand good; supply short; $94.

Ft. Worth: Good truck demand, carlot business almost nil; supply sufficient; trucks keeping production cleaned up; 41%, f.o.b. oil mills $87@88, Ft. Worth; $85@86 at interior oil mills in north, central and west Texas.

Boston: Demand good; supply light; $97.

Los Angeles: Demand strong; trend firm; supply adequate; 41% $72.

Memphis: Demand good; trend upward; supply ample; prime 41% protein $82, sacked.

A AND D FEEDING OIL

Boston: Demand good; supply ample; 800 D, 1,500 A 25½¢ lb.; 400 D, 2,250 A 27½¢; 400 D, 1,500 A 24¢; 400 D, 750 A 19½¢.

Milwaukee: Demand good; supply fair; straight oils, 85 D $1.35; 100 D, 450 A $1.47; concentrated vitamin oils, 400 D, 750 A 20½¢; 400 D, 1,500 A 24½¢; 400 D, 2,250 A 29½¢.

New York: 400 D, 750 A 20@25¢; 400 D, 1,500 A 24@24½¢; 400 D, 2,250 A 26½@28½¢; 400 D, 3,000 A 31¢; 800 D, 1,500 A 26@26½¢; 800 D, 2,250 A 30½¢; 800 D, 3,000 A 33¢.

DEFLUORINATED PHOSPHATE

Wales, Tenn.: $62.75.

Columbus, Ga.: $49.25.

Tupelo, Miss.: $49.25.

Conneé, Fla.: $50.

Houston: $43.75.

New Orleans: $54.

D ACTIVATED ANIMAL STEROL, POWDERED

New York: Demand very good; trend firm; supply sufficient; 13@15¢.

Kansas City: Demand fair to good; trend steady; 13½¢ lb.

DISTILLERS' DRIED GRAINS

Louisville: Demand and supply good; trend stronger; light $53.50, dark $54.50, solubles $64.

San Francisco: Demand fair; supply ample; solubles $82.

Cincinnati: Demand fair; trend higher; supply adequate; $54@56.

New York: Demand very good; trend higher; supply not pressing; solubles $72, grains $70.

New Orleans: Demand fair; trend steady; supply light; $56.50@57.

Milwaukee: Demand good; supply fair; $57@58.

Philadelphia: Demand fair; supply ample; $60.

Atlanta: Demand slow; trend firm, supply limited; $62, f.o.b. Atlanta.

Omaha: Demand good; supply fair; $54.

Boston: Demand fair; supply scarce; light $58.50, nominal; dark $59.50, nominal.

DRIED BEET PULP

Seattle: Demand steady; supply ample; $51 ton, ex-warehouse, truck lots.

Atlanta: Demand slow; trend stronger; supply limited for Southeast; $62.74, Atlanta.

San Francisco: Demand good; supply fair; $44.60.

Denver: Demand and supply fair; trend steady; $56.

Milwaukee: Demand good; supply scarce; $48.50; molasses beet pulp $51.50.

New Orleans: Demand fair; trend steady; supply adequate; $55@60 domestic.

Boston: Demand fair; supply adequate; $56.50.

Los Angeles: Demand strong; trend firm; supply ample; $47, packed in paper; no offerings in burlap.

Ogden: Supply average, $40@44.

DRIED BUTTERMILK

Louisville: Demand fair; trend steady; supply ample; $240 ton.

Indianapolis: Demand good; trend unchanged; supply average; $12 cwt.

Ogden: Supply average; $6.50, 100-lb. bag.

Ft. Worth: Demand very light; supply limited; local and nearby production $9@10, f.o.b. Ft. Worth.

Wichita: Demand fair; supply ample; $10 cwt.

Milwaukee: Demand good; supply scarce; $11.75 cwt.

New Orleans: Demand fair; trend steady; supply adequate; $8.75@9.

Minneapolis: Market steady; demand fair; supply limited; $9.75 cwt., nominal.

Omaha: Demand slow; supply good; $10.

Boston: Demand good; supply limited, 10@11¢ lb.

Los Angeles: Demand fair; no offerings; no quotations.

DRIED SKIM MILK

Louisville: Demand fair; trend steady; supply ample; $220 ton.

Seattle: Demand fair; supply good; $13 cwt., ex-warehouse, l.c.l.

Philadelphia: Demand average; supply ample; $11.50.

Minneapolis: Market steady; demand fair; supply adequate; $10 cwt.

Milwaukee: Demand good; supply scarce; $11.75 cwt.

New Orleans: Demand fair; trend steady; supply ample; $8.75@10.50.

Boston: Demand good; supply short; 12¢ lb.

Los Angeles: Demand good; trend firm; supply extremely scarce; $12 cwt., nominal.

San Francisco: Demand good; supply fair; no offerings, no quotations.

DRIED CITRUS PULP

Atlanta: Demand fair for pulp, slow for meal; supply ample for pulp, limited for meal; trend stronger for pulp, steady for meal; pulp $32.50, meal $27.50, f.o.b. Florida producing points.

San Francisco: Demand and supply fair; $47.

New Orleans: Demand fair; trend firm; supply adequate; $35@45, f.o.b. shipping points.

Ft. Worth: Demand limited; supply increasing; $41@42, citrus meal $43@44, f.o.b. Rio Grande Valley.

Los Angeles: Demand good; trend upward; supply ample; orange pulp $40@41.50, producers' plants.

DRIED WHEY

Louisville: Demand and supply good; trend steady; $130 ton.

Kansas City: Demand fair to good; $6.50 cwt. for either straight grade or fortified; l.c.l. 25¢ cwt. higher.

Seattle: Demand steady; supply ample; $7.50 cwt., ex-warehouse, l.c.l.

Philadelphia: Demand moderate; supply sufficient; $6.50.

Ogden: Supply average; $7.50, 100-lb. bag.

Ft. Worth: Demand fair; supply adequate; carlots, $6.50 cwt., sacked, delivered Ft. Worth or any Texas point, or in ton lots out of warehouse, Ft. Worth.

Boston: Demand good; supply limited; 6¢ lb.

Los Angeles: Demand good; trend firm; supply ample; $6.75 cwt.

Minneapolis: Market steady; demand fair; supply ample; $6.50 cwt.

New Orleans: Demand fair; trend steady; supply sufficient; $6.75@7.25 cwt.

San Francisco: Demand steady; supply good; $7 cwt.

Denver: Demand and supply fair; trend steady; $7.

FISH MEAL

San Francisco: Demand fair; supply ample; $2 a unit of protein.

Los Angeles: Demand improved; trend upward; supply ample, sardine or tuna $1.90@2 a unit of protein.

Louisville: Demand fair; trend stronger; supply ample; $151 ton.

Boston: Demand good; supply light; $2.25 a protein unit; 60% $135 ton.

Ft. Worth: Demand less active; supply sufficient; 60% protein, blended, West Coast origin $135, December; delivered TCP.

Atlanta: Demand poor; trend stronger; supply limited; 60% $145, f.o.b. North Carolina producing points.

Milwaukee: Demand and supply fair; $165@168.

New Orleans: Demand fair; trend strong to higher; supply limited; 60% menhaden $135@137.50.

Minneapolis: Market steady; demand fair; supply ample; 70% herring meal $1.85@1.95 a unit of protein, West Coast; 60% tuna meal $1.90@1.95, same basis.

Ogden: Supply normal; $2.95 a unit, f.o.b. Coast; 65% $240@245.

Seattle: Demand steady; supply fair, $1.85 a unit of protein, f.o.b. car, Seattle, carlots, for Alaska herring meal; l.c.l. 5¢ a unit higher.

HAY

Wichita: Demand good; supply sufficient; prairie $15@18, alfalfa $25@30.

Louisville: Demand better; trend steady; supply good; mixed hay, No. 1 $32, No. 2 $30; timothy, No. 1 $30, No. 2 $28; local alfalfa, No. 1 $28, No. 2 $26; western alfalfa, No. 1 $45; straw $17@18.

Seattle: Demand improved; supply fair; baled alfalfa $36, delivered truck lots, western Washington common points for U.S. No. 2 green.

Philadelphia: Demand average; supply adequate; timothy and clover $24@28.

Ogden: Supply average; $1.25 bale; $23@26 ton, baled, in barn.

New Orleans: Demand fair; trend firm to higher; supply sufficient; clover and timothy mixed $58@59, timothy $48@49, baled alfalfa, $51@52, prairie $31@32.

Ft. Worth: Demand good; supply sufficient for prairie, limited for alfalfa; trucks handling bulk of trade; carlots, baled No. 1 alfalfa, Oklahoma-Texas origin $47@50, No. 2 $45@48; prairie, No. 1 $29@32, No. 2 $23@30; Johnson grass, No. 1 $28@31, No. 2 $26@28, delivered TCP.

Boston: Demand good; supply plentiful; No. 2 timothy $36@38; second cutting alfalfa $50@52, oat straw $26@28.

Los Angeles: Demand very good; trend firm; supply adequate; baled alfalfa, U.S. No. 1 $29@30; U.S. No. 2 leafy $26.50@27.50; U.S. No. 2 green $25@26; U.S. No. 3 $22@23.50.

HOMINY FEED

Louisville: Demand good; trend steady; supply fair; $63@64 ton.

Seattle: Demand steady; supply ample; burlap bags $70, paper bags $68, both delivered Seattle, carlots.

Milwaukee: Demand good; supply fair; $62.50.

New Orleans: Demand fair; trend steady to higher; supply adequate; white or yellow $66.50@67.50.

Cincinnati: Demand fair; trend higher; supply adequate; $63@64 sacked, Cincinnati.

Indianapolis: Demand good; trend steady to unchanged; supply fair; $69 ton, delivered Indianapolis, including state tags and used bags; ground corn $72.

Omaha: Demand fair; supply good; $58.

Boston: Demand fair; supply adequate; $79@72.

Memphis: Demand good; trend upward; supply ample; white $61.50, yellow $66.50.

LINSEED OIL MEAL

San Francisco: Demand fair; supply ample; $76.

Wichita: Demand fair; supply ample; 34% $80.

Denver: Demand and supply good; trend steady; $83.

Los Angeles: Demand good; trend upward; supply ample; $66.50@68.

Boston: Demand fair; supply ample; $78.

Ft. Worth: Demand fair; supply sufficient; 34% Texas origin, December $78.06, January $78.56, delivered Ft. Worth.

Omaha: Demand good; supply short; $79.

Indianapolis: Demand fair; trend firm to unchanged; supply ample; inclement weather conditions interrupted shipments; 36% $76.

Minneapolis: Prices advanced on active demand, although production continued heavy; quotations: 36% $60@60.50, bulk, Minneapolis; 34% $61.50@62.50.

Milwaukee: Demand good; supply fair; 34% $74, 36% $73.

New Orleans: Demand fair; trend steady; supply adequate; 34% protein $80.50@81.

Philadelphia: Demand fair; supply better; $73.

Cincinnati: Demand fair; trend higher; supply adequate; 34% old process $74.50.

Seattle: Demand improved; supply fair; 28% protein $82, ex-dock, Seattle, water shipment for California; 34% $85, 32% $83, both delivered rail.

Kansas City: Demand rather active with market stronger; 34% $60.50@62 bulk, Minneapolis; 36% $60@61 bulk, Minneapolis.

Louisville: Demand good; trend steady; supply fair; $73.50 ton.

MALT SPROUTS

Boston: Demand poor; supply light; $52.

Los Angeles: Demand good; trend firm; supply adequate; $46.

St. Louis: Demand and supply good; $48, sacked.

Milwaukee: Demand good; supply fair; No. 1 $44@45, No. 2 $41.

New Orleans: Demand poor; trend low; supply adequate; no quotations.

MEAT SCRAPS

Louisville: Demand good; trend stronger; supply fair; $118 ton.

Kansas City: Demand improved; offerings light; market strong; 50% meat and bone scraps from packers $119@122.50 sacked, Kansas City.

Seattle: Demand improved; supply fair; $1.85 a unit, f.o.b. producer's plant, l.c.l.; $1.80 a unit, delivered Seattle, carlots.

Cincinnati: Demand very good; trend strong; supply fair; 50% $120 ton, sacked, f.o.b. Cincinnati.

St. Louis: Demand fair; supply adequate; 50% $117.50, bulk.

Sioux City: 50% meat and bone scraps $119.

Milwaukee: Demand good, supply ample; 50% $110.

New Orleans: Demand good to fair; trend stronger; supply ample; 50% $105@110, local origin.

New York: Demand heavy; trend higher; supply not pressing; 55% $108.50, 50% $102.50.

Omaha: Demand good; supply fair; $105.

Ft. Worth: Demand fair; supply sufficient; meat and bone, 50% $100@105, f.o.b. Ft. Worth.

Boston: Demand fair; supply ample; $1.70 a protein unit; converted, 50% $97.50.

Los Angeles: Demand improved; trend upward; supply adequate; $1.60@1.90 a unit of protein.

Wichita: Demand good; supply adequate; 50% $114, f.o.b. plant; 55%, no quotations, no offerings.

San Francisco: Demand fair; supply ample; $1.75 a unit of protein.

Denver: Demand fair; trend steady; supply ample; $103.

MILLET

New Orleans: Demand fair; trend firm; supply light; $4.35, New Orleans.

St. Louis: Demand fair; supply light; hog, country run $3.25 cwt., bulk, in carlots, St. Louis; Early Fortune $3.25 cwt., bulk, carlots, St. Louis.

MILLFEED

Minneapolis: Increased production and indifferent demand combined to make the market easier toward the end of the week. However, prices were up about $1 ton from a week ago. Quotations: bran $50.50@51, standard middds. $50.50@51.50, flour midds. $52@54, red dog $53@54.50.

Ft. Worth: Demand good; offerings equal to current needs; carlots, prompt, wheat bran $55.50@56.50, gray shorts $61@62, delivered TCP; about $1.50 higher on bran and $2 up on shorts, compared with a week previous.

Wichita: Demand good; supply insufficient; basis Kansas City: bran $48.50@49, shorts $52.50@53; both bran and shorts advanced $2.50@3 ton, compared with the preceding week.

St. Louis: Demand light; supply ample; mills offering more freely; bran $52, immediate; shorts $56, spot delivered St. Louis switching limits.

Cincinnati: Demand good; trend higher; supply adequate; bran $57.50@58.50, middlings $59.50@60.50.

Indianapolis: Demand fair; trend steady to higher; supply light; soft winter wheat bran $59, standard middds. $61, mixed feed $59, gray shorts $65, all sacked; no red dog offered.

Louisville: Demand good; trend stronger; supply ample; bran $64.50, mixed feed $57.75, middlings $61.75.

New York: Demand good; trend higher; supply sufficient; bran $62.25, standard midds. $63.75.

Philadelphia: Demand better; supply ample; bran $62, standard midds. $64, red dog $67.

Boston: Demand light; supply tight; spring bran $61, middlings $61@62.50.

New Orleans: Demand fair; trend steady to slightly higher; supply tight; bran $58.25@58.75, shorts $62.25@62.75.

Memphis: Demand good; trend upward; supply ample; wheat bran $54.50, standard middds. $53.75, gray shorts $58.35.

Seattle: Demand steady; supply sufficient; December-January $50, common transit points; middlings $5 ton higher.

Ogden: Supply average; to Utah and Idaho dealers: red bran and mill run, blended, white $51, middlings $56; to Denver: red bran and mill run $55, middlings $63; to California: red bran and mill run $58.50, middlings $63.50, carlots, f.o.b. San Francisco and Los Angeles.

San Francisco: Demand good; supply ample; $56.

Los Angeles: Demand good; trend unsettled; supply of bran adequate, standard mill run ample; bran $62, standard mill run $56@57.

MINERAL FEED

Wichita: Demand good; supply scarce; all-purpose with iodine, 50-lb. blocks $80, 100-lb. bags $75, f.o.b. plant.

Denver: Demand slow; trend steady; supply fair; all-purpose with iodine $87 sacked, $94 block.

San Francisco: Demand steady; supply good; all-purpose with iodine $70.

Kansas City: All-purpose with iodine $75 sacked, Kansas City; 50-lb. blocks packed in individual cartons $80.

Seattle: Demand fair; supply excellent; $54, ex-warehouse, for high phosphorus mixtures, l.c.l.; $58 for competitive brands, ex-warehouse, l.c.l.

Sioux City: All-purpose with iodine $75.

Milwaukee: Demand good; supply ample; $75; 50-lb. blocks $2.25.

Indianapolis: Demand good; trend unchanged; supply ample; mineral feed with iodine $51; 5-ton lots $50, 10-ton lots $48, f.o.b. Indianapolis.

Omaha: Demand fair; supply good; $75.

Ft. Worth: Demand fair; supply ample; mineral supplement, 20% calcium, 4½% phosphorus $75@80; mineral blocks, 50-lb. each, 21% calcium, 4% phosphorus, 17½% salt $2.25@2.45, f.o.b. Ft. Worth.

Los Angeles: Demand good; trend firm; supply ample; all-purpose with iodine $79.

Minneapolis: Minimum phosphorus, 7% $95, vitamin mineral for hogs $90.

MOLASSES

Los Angeles: Demand strong; trend firm; supply ample; 44¢, f.o.b. cars, Los Angeles harbor.

Louisville: Demand fair; trend stronger; supply normal; 31½@32¢ gal., tank car lots, f.o.b. Gulf ports.

Kansas City: Market firm to slightly stronger; demand good; 31½@32¢ gal., New Orleans, for spot or December.

Seattle: Demand good; supply ample; 44¢ ton in tank cars, $14.50 400-lb. drum.

Cincinnati: Demand good; trend higher; supply limited; 32@34½¢ gal., f.o.b. New Orleans.

Milwaukee: Demand good; supply fair; $67@68.

New Orleans: Demand fair; trend strong; supply adequate; 32¢ gal., tank cars, f.o.b. New Orleans.

Minneapolis: Market stronger; demand fair; supplies adequate, 31½¢ gal., f.o.b. New Orleans; $42 ton, West Coast.

New York: Demand strong; trend firm; supply light; blackstrap in tank cars 31@32¢.

Indianapolis: Demand good; trend unchanged; supply ample; 50-gal. drum $22.20, including drum; bulk, 50-gal. $20.20, ton $69, barrels extra.

Memphis: Demand good; trend upward; supply ample; blackstrap, 32¢ gal., tank car, f.o.b. New Orleans.

San Francisco: Demand good; supply fair; $42 ton, f.o.b. cars, Richmond, Cal.

Denver: Demand poor; trend steady; supply fair; $3.30 cwt.

Ft. Worth: Demand urgent; supply critically short; nominal, blackstrap, prompt, 32¢ gal., f.o.b. Houston; 32¢, f.o.b. New Orleans; $64.03@65.43 ton, delivered Ft. Worth.

NIACIN

New York: Demand very heavy; trend higher; supply not pressing; $9 kilo.

OAT PRODUCTS

Louisville: Demand good; trend firm; supply fair; reground $32.50; rolled oats, groats and feeding oatmeal $100; fine ground $90; pulverized $64.50.

Philadelphia: Demand dull; supply ample; pulverized white $68; Canadian reground $57, domestic $53.

Milwaukee: Demand fair on pulverized, good on balance; supply ample on pulverized, light on balance; pulverized, white $14.50, feed $41; molasses oat feed $42; reground oats, 3% $29@31, 5% $33.

New Orleans: Demand excellent; trend steady to easier; supply sufficient; pulverized white oats $72.95@75.65, feeding oat meal $101.10, feeding rolled oats $115.25.

Minneapolis: Demand continued fairly good, with processors operating at full schedules. Prices were unchanged, except for reground oat feed which reflected advances in the screenings market. Quotations: poultry rolled oats $103.50, standard pulverized oats $64, feeding rolled oats $105, feeding oatmeal $90, reground oat feed $28@30.

Indianapolis: Demand good; trend firm to unchanged; supply ample; pulverized oats $61, pulverized white oats $64, crimped oats $65, steel-cut oats $108, oat groats $108, fine ground oatmeal $96, rolled oats $108, whole ground oats $64, reclaimed No. 2 white oats $1.08 bu., sacks extra.

Memphis: Demand good; trend upward; supply ample; 3½% protein, reground oat feed $36.

Boston: Demand fair; supply adequate; white pulverized $70.50, reground oat feed $37.50.

OYSTER SHELL

Denver: Demand poor; trend steady; supply fair; $1.25 cwt.

San Francisco: Demand fair; supply ample; local $13, eastern $24.

Los Angeles: Demand fair; trend steady; supply ample; eastern $22.64 in paper; $24.64 in burlap; local $12@14.

Boston: Demand very good; supply good; paper $20.11, cloth $21.61.

Seattle: Demand fair; supply ample; western $24, eastern $27, both ex-warehouse, l.c.l.

Louisville: Demand good; trend steady; supply ample; $20 ton.

New Orleans: Demand fair; trend steady; supply ample; $11.25@11.50.

PEANUT OIL MEAL

Atlanta: Demand fair; trend stronger; supply limited; 45% $68, f.o.b. Georgia mills, $67.50, f.o.b. Alabama mills.

Milwaukee: Demand good; supply scarce; 38% $57, 41% $60.

New Orleans: Demand slow; trend steady; supply light; 45% $63@66, f.o.b. shipping points.

Memphis: No quotations available.

PEAT MOSS

Seattle: Demand slow; supply ample; $2.80 bale, ex-warehouse, either horticultural or litter.

New York: Demand fair; supply ample; trend unchanged; Canadian $2.75@2.90, imported $2.25@2.35.

Philadelphia: Demand average; supply sufficient; imported, 110-lb. bale $2.60.

Boston: Demand steady; supply adequate; carlots $2.65@2.75, l.c.l. $2.85@2.90.

San Francisco: Demand fair; supply good; $3.10 bale.

New Orleans: Demand good; trend steady;

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COTTONSEED OIL MEAL FUTURES

Closing prices of cottonseed oil meal (41% protein) on the Memphis Merchants Exchange in dollars per ton:

	Dec. 13	Dec. 14	Dec. 15	Dec. 18	Dec. 19	Dec. 20	Dec. 21
Dec.	$2.59@ $3.00	$3.50@ $3.00	....@*$3.00	....@*$1.00	....@*$2.00	....@	
Jan.	79.50@ 80.00	....@ 80.75	81.25@ 82.00	79.75@ 80.00	79.75@ 80.50	....@*79.25	
Mar.	....@*76.50	77.50@ 78.50	....@*78.00	....@*78.00	77.50@ 78.50	77.00@ 77.75	
May	....@*76.50	76.50@ 78.00	....@*77.50	76.25@ 76.75	76.00@ 77.00	75.00@ 75.75	
July	....@*75.25	76.25@ 77.00	....@*77.00	....@*75.50	....@*75.75	....@*74.75	
Oct.	....@*68.50	69.10@ 70.00	69.50@ 71.00	68.61@ 69.40	....@*69.00	....@*68.00	
Sales (tons)	2,700	4,000	4,200	2,100	2,300	....	

*Flat.

SOYBEAN OIL MEAL FUTURES

Closing prices in soybean oil meal (basis Decatur, Ill.) on the Memphis Merchants Exchange, in dollars per ton (carload basis):

	Dec. 13	Dec. 14	Dec. 15	Dec. 18	Dec. 19	Dec. 20	Dec. 21
Dec.	68.50@ 69.25	....@*70.00	....@*71.25	70.25@ 71.00	71.25@ 72.00	....@	
Jan.	69.25@ 69.75	70.50@ 70.75	71.25@ 72.00	70.00@ 70.50	....@*70.25	....@*69.50	
Mar.	69.65@ 70.00	....@*70.00	....@*70.50	70.00@ 70.50	70.25@ 70.75	....@*69.50	
May	....@*70.25	71.00@ 72.00	....@*71.25	70.25@ 70.50	....@*70.00	....@*69.50	
July	....@*71.25	....@*72.50	....@*72.15	....@*71.25	....@*71.40	....@*70.50	
Oct.	63.00@ 63.60	....@*63.75	64.25@ 64.75	....@*63.00	63.75@ 64.25	62.50@ 63.00	
Sales (tons)	11,600	8,400	11,200	13,600	10,400	8,400	

†Bulk. *Flat.

supply adequate; European moss, 180-lb. bales $3.60@3.80.

Los Angeles: Demand fair; trend steady; supply ample; Canadian $3.13 bale, carlots.

POTASSIUM IODIDE, U. S. P.

New York: Demand good; trend firm; supply sufficient; 100-lb. lots $2.15, 100-lb. lots $2.17, 25-lb. lots $2.20; potassium chalk mixture, 250-lb. lots $2.06, 100-lb. lots $2.08, 25-lb. lots $2.11.

St. Louis: Demand and supply good; 100% pure potassium iodide, U.S.P., 100-lb. lots $1.97 lb. in fiber drums, 25-lb. lots $2 in fiber drums, 25-lb. drums or larger, f.o.b. St. Louis, freight allowed, 5-lb. lots $2.07 in bottles, f.o.b. shipping points; 90% potassium iodide calcium stearate mixture, 225-lb. lots $1.86 in leverpak drum, 100-lb. lots $1.88 in fiber drums, f.o.b. St. Louis, freight allowed.

RIBOFLAVIN

New York: Demand active; trend unchanged; supply ample; 12½¢ gm. equivalent, freight allowed.

Terre Haute: Demand and supply good; 12½¢ per gram of contained riboflavin, with freight allowed, for 8,000 and 16,000 potency dried fermentation solubles.

RICE BY-PRODUCTS

Atlanta: Demand slow; trend strong; supply limited; bran $43, f.o.b. Louisiana mills, nominal.

Memphis: Demand good; trend upward; supply ample; bran $45 sacked, f.o.b. Arkansas points.

Houston. Demand good for bran; supply scarce for bran, fair for hulls; bran $47.50@50, hulls $5@6, f.o.b. south Texas mills.

New Orleans: Demand slow; trend strong; supply limited; bran $34@35, f.o.b. Louisiana mills.

Ft. Worth: Demand fair; supply very scarce, rice bran, nominal $45@48, prompt; hulls $4@5, f.o.b. south Texas rice mills, immediate or prompt shipment.

San Francisco: Demand good; supply fair; bran $51, polish $53.

SCREENINGS

New Orleans: Demand poor; trend strong; supply limited; $35@38 on heavy grains.

Minneapolis: The market continues strong, with supplies limited. Some Canadian screenings are now moving in by rail, but all are being applied on old contracts. Quotations: dust $22@25, lights $25@30, mediums $30@40, heavies $40@50. Canadian refuse screenings $37 bulk, Duluth (nominal); Canadian ground screenings $41, sacked, Minneapolis.

SESAME MEAL

Los Angeles: Demand improved; trend upward; supply ample; $47.50@49.

San Francisco: Demand and supply fair; $48.50.

SORGHUMS

New Orleans: Demand poor; trend steady; supply sufficient; No. 2 milo $2.30@2.35, Kansas City.

Ft. Worth: Demand active; supply sufficient; carlots, bulk, No. 2 yellow milo $2.52@2.57, delivered TCP.

SOYBEAN OIL MEAL

Kansas City: Demand good; market strong; offerings fair to good; 41% for western shipment $64.50@65.50 bulk, Decatur; 44% for western shipment $65@66 bulk, Decatur.

Cincinnati: Demand good; trend higher; supply adequate; $65@67 bulk, Decatur.

Philadelphia: Demand moderate; supply fair; $81.

Milwaukee: Demand good; supply fair; 41% $76.50, 44% $77.50.

New Orleans: Demand fair; trend easy; supply ample; 41% $65@66.

Minneapolis: Demand was very active, and although production continued large prices advanced about $5 ton. Quotations: $63.50@64.50, bulk, Decatur.

Indianapolis: Demand only fair; trend steady; supply ample, 44% $77.

Ogden: Supply normal; $65@69.

Atlanta: Demand fair; trend strong; supply adequate; 41% $69, f.o.b. Mississippi mills; 44% $69, f.o.b. Tennessee mills; 48% $70, f.o.b. North Carolina mills.

Seattle: Demand fair; supply ample; 44% protein $96 ton, January-September, i.e.l.; 41% California production $88 ton, quick shipment.

Omaha: Demand good; supply fair; $70.

Ft. Worth: Demand slow; supply sufficient; 41% and/or 44% $65.15@67.15, December-March, Midwest origin; $67@68, Arkansas origin, December, delivered Ft. Worth.

Boston: Demand fair; supply steady; $79.

Los Angeles: Demand very strong; trend upward; supply ample; $88.50@96.50 delivered sacked, equivalent $65@66 bulk, Decatur; limited tonnage local production offered basis $89, delivered sacked.

Memphis: Demand good; trend upward; supply ample; prime 41% protein, old process $71.50 sacked, f.o.b. Memphis.

San Francisco: Demand fair; supply ample; $82.

Wichita: Demand fair; supply adequate; 41% $66, f.o.b. Wichita.

Denver: Demand and supply good; trend steady; $83.

Louisville: Demand good; trend stronger; supply ample; $74.50 ton.

SUNFLOWER SEED

St. Louis: Demand fair; supply limited due to short 1950 crop; hybrid variety (small seeded), none available; local grown poultry grade $13 cwt., sacked, f.o.b. St. Louis, no carlots available; parrot sunflower seed, large black, large gray, both $20 cwt., St. Louis.

MILLFEED FUTURES

The following is a comparison of settling prices at Kansas City for Dec. 14 and 21:

Bran—	Dec. 14	Dec. 21
December	$46.10@ 46.50	$46.50@ 47.15
January	....@*47.00	47.25@ 47.30
February	47.25@ 47.50	47.60@ 47.90
March	47.75@ 47.95	48.20@ 48.50
April	....@*48.40	48.70@ 48.90
May	46.35@ 46.95	47.25@ 47.40
Shorts—		
December	$50.75@ 51.00	$50.80@ 51.25
January	....@*51.00	50.50@ 51.25
February	51.50@ 52.25	51.75@ 52.25
March	52.75@ 53.25	53.00@ 53.25
April	53.75@ 54.00	....@*54.25
May	53.90@ 54.75	54.25@ 54.75
Sales (tons)	4,950	4,500

*Sale.

TANKAGE

Denver: Demand and supply fair; trend steady; $115.

Ft. Worth: Demand fair; supply light; 60% digester $117@122 ton, f.o.b. Ft. Worth.

Omaha: Demand slow; supply fair; $110, bulk.

Kansas City: Demand good; offerings fair; market higher $129@130 sacked, Kansas City, for 60% digester tankage.

Wichita: Demand good; supply adequate; 60% $124, f.o.b. plant.

Louisville: Demand good; trend steady; supply fair; 60% $123 ton.

Sioux City: 60% digester $129.

Milwaukee: Demand good; supply ample; 60% $115.

New Orleans: Demand fair; supply limited; trend steady; 60% $124@125.

St. Louis: Demand fair; supply adequate; 60% $125 bulk.

WHEAT GERM

Chicago: Market easier; demand fair; supplies ample; $115.

More Formula Feeds

(Continued from page 1)

In comparison with averages for the 1939-48 period, the most marked increase was in formula feeds—from 22.9% to 25.9%. Percentages of corn and oats used on Nov. 1, 1950, were slightly above average, but the percentages of barley, wheat and wheat millfeeds were well below average. In the oil seeds and oil seed meal group, the percentage of linseed oil meal used was slightly above average, but cottonseed, cottonseed oil meal, and soybeans and soybean oil meal showed lower percentages.

Changes Marked

In the period of years for which reports on the composition of concentrate rations fed to milk cows are available (1931 to date), there has been considerable variation in the relative amounts of the various kinds of feed used. Many of these variations have been temporary adjustments to the supply situation but for some feeds there have been some significant shifts to entirely different consumption levels.

Formula feeds have increased from an average of about 15% of the total for the first five years of the series to an average of nearly 26% for the past five years. On the other hand, barley used in farm mixed dairy rations has decreased from around 9% of the ration fed to just a little more than 4%.

Wheat millfeeds decreased from about 11% in the early thirties to between 3 and 4% in recent years, probably reflecting in part the use of wheat millfeeds for commercially mixed dairy feeds and the purchase by farmers of the formula feeds rather than bran.

By regions, the kinds of concentrates fed to dairy cows differed sharply, but this year's feeding followed fairly closely the usual pattern. Formula feeds made up about three fifths of all concentrates fed in the north Atlantic region, almost half of the ration fed in the western states and about two fifths of the ration fed in the south Atlantic.

Corn and oats were most important in the north central states, with corn accounting for a smaller percentage of the total than last year in the east north central states. In the south central states, cottonseed oil meal was relatively more important than in other regions, but the percentage reported fed on Nov. 1, 1950, was down sharply from a year earlier, due to the substantial increase in the cost of this feed during the past year. Corn and formula feeds were the leading kinds of dairy feeds in the south central and south Atlantic regions.

On Dec. 1 milk cows were being fed an abundance of grain and other concentrates. In herds kept by BAE crop reporters, the rate of feeding averaged 5.48 lb. a day, the same as on Dec. 1, 1949, but otherwise the highest for the date in 18 years of record. The quantity fed per cow this year was 15% greater than the 1939-48 average for Dec. 1.

Supplies of grain on farms are mostly adequate to abundant. Cold, stormy weather in eastern, southern and some central areas of the country in late November also encouraged the stabling of milk cows and liberal supplemental feeding around the first of December this year.

For all of 1950, the bi-monthly reports from crop correspondents showed an average daily rate of 5.05 of grain and other concentrates per milk cow, compared with 5.07 lb. in 1949 and a range of 4.20 lb. to 4.58 lb. in the 1944-48 period.

The value per 100 lb. of concentrate rations fed to milk cows in November averaged $3.14, 11% higher than in November, 1949, but lower than in any of the three preceding years. In milk-selling areas the November concentrate ration value averaged $3.21 a 100 lb. and in cream-selling areas, the value averaged $2.86 a 100 lb. The milk-food price ratio in November was 4% below the 1929-48 average and 7% below the same month last year. Since midsummer, the ratio has increased about seasonally, but somewhat more rapidly than in the same period a year ago. The November butterfat-feed price ratio was 15% below the 20-year average and 11% lower than in 1949.

FEED BRANDS

The following trade-marks have been published in the Official Gazette of the United States Patent Office preliminary to registration. Manufacturers and distributors who feel that they would be damaged by the registration of any of these marks are permitted by law to file a formal notice of opposition, within 30 days after official publication of the marks. Official publication dates are included below.

FASTURETTES "Pasture in the Bag"—Abilene (Kansas) Alfalfa Sales Co., stockfeed consisting of dehydrated alfalfa meal. Use claimed since June 15, 1948. Published Nov. 28, 1950.

TOP ANCHOR—Bewley Mills, Ft. Worth, Texas; stock and poultry feeds, the principal ingredients of which are cereal grains, proteins of both animal and vegetable source and materials. Use claimed since April 1, 1937. Published Nov. 28, 1950.

KING DAVID—Joseph P. Stecker, doing business as King David Feed Co., Omaha, Neb.; poultry and animal feeds, consisting of linseed oil meal, soybean oil meal, meat scraps, dehydrated alfalfa meal, salt, ground limestone, steamed bone meal, defluorinated phosphate and minerals and vitamins. Use claimed since May 3, 1948. Published Nov. 28, 1950.

BONIO—Spratt's Patent (America), Ltd., London, England, and Newark, N.J.; dog biscuits. Use claimed since May 9, 1946. Published Nov. 28, 1950.

The Smile of Feed Wisdom—Charleston (W. Va.) Milling Co.; feed for livestock, namely, horses, mules, cows, pigs and poultry. Use claimed since June, 1949. Published

DAISY from Hollywood—Daisy Pet Foods Co., Hollywood, Cal.; dog and cat food. Use claimed since March 14, 1948. Published Dec. 5, 1950.

PERK RAN-CHER—Perk Foods Co., Chicago, Ill.; animal feeds containing principally horse meat and horse liver, for feeding foxes and minks. Use claimed since April 1, 1949. Published Dec. 12, 1950.

B-B—Maritime Milling Co., Inc., Buffalo, N.Y.; feeds for livestock, namely, pigs, hogs, horses and goats; and cattle—namely, cows, calves and bulls, all composed principally of corn gluten meal, corn gluten feed, soybean oil meal, corn meal, wheat bran, wheat standard middlings, corn distillers' dried grains, crushed and ground oats and molasses. Use claimed since 1925. Published Dec. 12, 1950.

TRIP TO PUERTO RICO

FT. WORTH, TEXAS—Wiley Akins, manager of Burrus Feed Mills, Ft. Worth, returned recently from a trip to Puerto Rico. Mr. Akins said his impression was that only a very small percentage of the citizens were in sympathy with the recent revolutionary movement there. "The farmers and dairymen that I talked with as well as businessmen," said Mr. Akins, "seemed to be very well satisfied with their government relations with the U.S." Mr. Akins was accompanied by D. R. Touriel, vice president in charge of exports for Tex-O-Kan Flour Mills Co., Dallas.

IBCA Executive Reports on 1951 Outlook for Hatchery Industry

KANSAS CITY — Elimination of federal price supports on eggs does not spell doom for the 1951 chick replacement season, Don Turnbull, executive secretary of the International Baby Chick Assn., Kansas City, said recently in analyzing the outlook for the hatchery business in the coming year.

"We can expect a weaker market at the beginning of 1951 as a normal reaction, but it could be short lived," Mr. Turnbull said.

"January and February constitute the crucial period ahead on egg prices," he forecast. "Production should start upward in a steep curve in December. By mid-January the supply may approach a point exceeding domestic demand. It is still too early for storage interest and breakers to become active. The only outlet for fresh egg production will be the table trade, hatcheries and some military buying."

To offset this lull, the Poultry and Egg National Board will launch an advertising campaign and seek the cooperation of retail groups in a sales campaign.

"The egg surplus this year, although of record size, is not too great when considered in the light of total egg production," Mr. Turnbull said. "Government purchases amounted to only 5% of total output. Each person is expected to eat an average of 38 eggs this year. We could conceivably push that figure higher in 1951 in view of the expected high consumer income."

Mr. Turnbull also pointed out that a surplus removal program is being discussed in government circles, applying to shell eggs in local areas of distress. While this is not price support, purchases being made at the open market figure, it drains off an oversupply that could depress prices.

The IBCA secretary forecast a 1951 hatch of 1.35 billion chicks, compared with 1.5 billion in 1950. This is almost double the largest prewar hatch and is evidence of the great growth of the broiler industry, he said.

The end of egg price supports has some compensations, the trade association official added. Quality egg programs will again have a chance to function unhindered by deadening effects of a supported price. Also those making a living from production of poultry and eggs "need no longer offer excuses for the well-being of the industry."

Target Ceilings

(Continued from page 1)

situation of bringing out a new set of figures as required by law after Jan. 15.

As things now stand, the trade must operate in some obscurity regarding potential price ceiling levels, guided only by the basic provisions of the Defense Act of 1950 regarding agricultural commodity price ceiling provisions and such unofficial calculations as they can make independently.

Possible Trend

Unofficial USDA figures on the possible trend of the new parity prices for producers of nonbasic feed grains reveal the following results, taken from the last official parity figures issued Nov. 15 but recalculated under the provisions of the farm law as it now stands:

On Nov. 15, 1950, under the present parity concept, parity prices for these commodities were: Barley, $1.52; oats, $0.978; grain sorghums, $2.97, and rye, $1.77. Under the parity provisions of the farm law as amended effective Jan. 1, 1951, these commodities would have the following parity prices for producers: Barley, $1.44; oats, $0.926; grain sorghums, $2.82, and rye, $1.67.

The basic commodities of wheat and corn will not be affected this coming year in regard to parity computations.

Meat animals, except sheep, obtain the new parity base under the law, but it cannot be ascertained what effect it will have on these commodities until the January 15 parity statement is issued.

Sheep and eggs take the transitional parity price provisions of the farm act and are expected to get a lower parity price.

Considered Warning

Although ESA failed to get out a formal statement of potential agricultural commodity price ceilings, the foregoing levels are rough approximations of what can be expected of producer ceilings when and if imposed. And they should be construed as the same type of price ceiling as the voluntary restraints requested by ESA on manufactured goods prices and distributive margins.

In general, the ESA statement this week called for a voluntary freeze of prices for industrial goods and services at not higher than the Dec. 1 level. Any advance in price beyond the Dec. 1 line will be subject to roll-back action by ESA when ceiling prices are imposed, the agency stated.

Leading ESA officials explained, however, that this voluntary freeze did not affect prices for agricultural commodities which are now selling below the minimum ceiling requirements of the Defense Act of 1950. Those requirements are that no price ceiling may be imposed on an agricultural commodity at less than the higher of (1) parity at the time the ceiling is ordered, or (2) the highest price paid to producers in the period May 24-June 24, 1950. Products made from agricultural commodities would obtain ceilings reflecting the basic price ceiling of the commodity.

In that connection, ESA officials said that for bread, there might be cause for some variation in this interpretation. Any broad advance in bread prices within the next six weeks which ran as high as 2¢ lb. and appeared to be justified by higher flour or other ingredient prices would draw prompt attention from ESA. One official declared that the agency probably would move immediately to order the industry to produce records to justify any such increases on the basis of the voluntary price line freeze criteria issued this week.

Provisions Explained

Concerning these criteria and price increases over the Dec. 1 line, ESA stated that prices may not be increased by manufacturers or industrial producers whose net dollar profits before taxes equal or exceed average net dollar profits before taxes in the period of 1946-49 except for the following standard:

For an individual material or service sold by a company whose profits are running above the 1946-49 average, the price of a product may not be increased if it is currently being sold at a profit. When such an item is unprofitable at the Dec. 1 price, the price may be increased to show a profit or to reflect the amount of increased cost since June 24, 1950, in wages or materials going into this product, whichever is the lower.

Wholesale and retail distributive trades' gross margins may not be increased above the June, 1950, level if net dollar profits before taxes are equal to or exceed the average net dollar profits before taxes of the distributor in the 1946-49 period.

Distributors may not increase prices on the basis of increases in replacement or market costs. Margins may only be added to actual inventory cost.

Margin Requirements

While it is not believed that many ingredients used in the feed industry reflect higher than minimum ceiling prices which may be used, the application of the foregoing criteria seems clear as far as industry margins are concerned. For example, it would probably be declared in violation of the voluntary freeze for a distributor or processor to increase his margin or mark-up on feeds or ingredients thereof. Consequently, when and if ceiling prices are imposed at some later date, a higher than a June, 1950, margin probably would be ruled out by ESA.

Going somewhat further, ESA stated that where the prices of certain basic materials have increased since June 24, 1950, and Dec. 1, 1950, there will be a reduction ordered in accordance with the standards stated above when it is necessary to maintain Dec. 1 price levels at later steps of manufacture. Again, it must be pointed out that this provision does not affect agricultural commodities or feed ingredients which were selling below the minimum potential ceilings available to the government under the provisions of the Defense Act of 1950.

ESA officials are hopeful that price controls may be avoided on agricultural commodities but admit that this hope rests on the action of meat price levels, the danger spot in the cost of living line. A meat industry group consulted with ESA officials this week to discuss the broad aspects of the meat price problem. The meeting was exploratory in nature.

Behind this forced optimism over deferment of price controls over agricultural commodities is a more realistic appraisal which forecasts a probable time-table of controls. Meat prices may break through current levels and require positive action by ESA. Once meats need price regulation, it will be imperative that controls be imposed on feed grains. And after that, the free economy in the agricultural field will topple as it is seen inherent in controls that once the die is cast, complete price regimentation is unavoidable.

ENGINEERING STUDENTS GUESTS AT FEED PLANT

NEW RICHMOND, WIS.—A group of 15 students enrolled in the course in flour mill engineering at the University of Minnesota, Minneapolis, were guests of Doughboy Industries, Inc., Dec. 22. Prof. John M. MacKenzie, in charge of the milling engineering course accompanied the group. Roy Wentzel, superintendent of the firm's formula feed plant, took the students through the plant.

BUY BROWER MIXERS

QUINCY, ILL.—The Brower Mfg. Co. reports that the following feed dealers and hatcheries have recently installed Brower feed mixers in their establishments: Woods-Mill Hatchery, F. C. Lingeman, Manchester, Mo.; Farmers Elevator & Exchange Co., Monroe City, Mo.; Blue Ribbon Mills, Lawler, Iowa; Fobes Hatchery, Grove, Okla.; Hermiston Grain & Feed Co., Hermiston, Ore.; Woodstock (Ga.) Feed Co.

Chicks Placed in Principal Broiler Areas

(In thousands)

Week ending	East'n Conn.	Del.-Mar-Va.	Va. Shen. Valley	N.C. Chatham Wilkes	North Georgia	N.W. Ark.	Texas	Totals 1950	Totals 1949
Sept. 23	278	3,293	786	452	1,319	672	727	7,417	6,479
Sept. 30	283	3,343	664	424	1,304	610	765	7,341	5,951
Oct. 7	169	2,973	574	436	1,349	688	795	7,004	6,343
Oct. 14	202	2,674	665	476	1,313	690	819	6,720	6,464
Oct. 21	175	2,884	600	474	1,215	712	942	6,822	6,696
Oct. 28	121	2,633	547	421	1,234	658	842	6,456	6,629
Nov. 4	157	2,497	571	423	1,208	696	888	6,439	6,784
Nov. 11	128	2,639	484	399	1,288	613	632	6,183	6,196
Nov. 18	150	2,715	569	376	1,208	698	633	6,539	5,928
Nov. 25	114	2,950	621	370	1,176	710	654	6,601	5,932
Dec. 2	177	3,379	661	264	1,373	706	774	7,334	6,009
Dec. 9	208	3,447	719	403	1,283	781	678	7,758	6,077
Dec. 16	219	3,257	691	356	1,211	797	665	7,397	6,323

The above summary is compiled by the Crop Reporting Service of the U.S. Department of Agriculture at Little Rock, Ark.

RALSTON PURINA CO. SETS SALES RECORD

Net Income Amounts to $12,560,665, Compared with $11,694,345 a Year Previous, Also a New High

ST. LOUIS—The Ralston Purina Co. has reported new high levels in total net sales and income for the fiscal year ended Sept. 30. Net income after taxes amounted to $12,560,665, equal to $14.87 a common share, compared with $11,694,345, or $14.15 a share, in the previous fiscal year. Net sales of the company for the year were reported at $253,365,587.

Donald Danforth, president of the company, reported in his message to stockholders that the company has declared a dividend to common stockholders of one share of common stock for each two shares of common now held. A quarterly cash dividend of 50¢ a share was also declared on the company's common stock, payable Jan. 2.

"Opportunities for continued growth in the year ahead appear favorable," Mr. Danforth said.

FERTILIZER SALES UP

WINNIPEG—Sales of fertilizers for consumption in Canada in the 12 months ended June 30 this year, reached an all-time peak total of 764,581 short tons as compared with 741,726 in the preceding year, and 672,171 in 1948. Sales in 1950 were more than double the 1940 total of 346,721 tons, and more than four times the 1927 sales of 169,564 tons. Sales of fertilizer materials and mixtures both advanced during the year. Sales of materials were up to an all-time peak of 618,609 tons from 611,738. Mixtures advanced to 145,972 tons from 129,968.

EARLY & DANIEL TO PAY $4

CINCINNATI—The Early & Daniel Co. has declared a dividend of $4 a share, payable Dec. 27. This brings dividend payments for the year to $8, the same as last year.

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FEEDSTUFFS

Accurate Records Are Essential

Possibility of Price Controls Accents Importance of Good Bookkeeping Procedure for Feed Stores

◆ ◆ ◆

By Arthur Roberts

THE feed dealer may have a real problem in trying to earn a satisfactory profit if and when price controls are put on the things he sells. High taxes and increasing costs will make it hard to effect economies on expenditures. The dealer's only alternative will be to crash the ceiling prices, and he can't do this unless authorized by the price administrator.

During the last era of price controls, permission was given to increase prices if a businessman could show that his operating costs warranted it, but in many cases his records could not justify his request to increase prices because his books were poorly kept. This should be a lesson to dealers now. We may not know how far price control will go, but it pays to be prepared to justify a request to increase prices in the event that you find it necessary to ask permission to do so.

It is therefore of prime importance that you look over your accounting system now and if necessary install a new set of books and the necessary auxiliary records. The investment will be a profitable one in that it will enable you to keep tight control of your business operations and earn a reasonable profit. We recommend a two-book system. Many dealers are still using the more involved and cumbersome debit and credit system that requires four books or more.

Another suggestion is to consider mechanizing the bookwork by means of a cash register designed to do bookkeeping. Cash register companies will provide the system. The larger dealers may find a bookkeeping machine profitable. Using this equipment, one can do all the bookwork mechanically from the journal entry to the balance sheet.

Room for Improvement

The bookwork in this field has never been what it should be. A large percentage of dealers have not improved their bookkeeping methods over those in use in days before Pearl Harbor. For the past 10 years they have been getting by in an era of high taxation, shortages, wage and hour laws, pensions, garbled counsel of economists, inflation and war. Another emergency, superimposed upon the instability of the past decade, can create a foggy business atmosphere, and the dealer must have a good set of books to guide him through it safely.

In this connection, one thing the dealer must determine is whether the system he is using fits his business. Often we have been called in to straighten out a dealer's books and have found that he was using a system satisfactory for others but too elaborate or otherwise unadapted for his use, resulting in a general breakdown that made him call for help. A simple system that fits your business and keeps bookwork at a minimum is the best.

Don't Delay

Another essential is to record all transactions the day they occur. Some dealers hold invoices, petty cash outlays and other disbursements, purchases and cash receipts for days before entering them in the books. If recordings are permitted to pile up indefinitely, any system will bog down. Some dealers have been keeping books in this casual manner for years, assuming that it makes no difference when they make the recordings as long as they get them in the books some time. In a war economy, such laxity will be heavily penalized.

Finally, record all income to the penny as received. Do not dip into the daily receipts to pay bills or for personal withdrawals. Deposit the money in the bank daily, as received, as recorded in the books, to the penny. Disbursements paid out of this income should all pass through your checking accounts, even the small pay-outs for postage or 10 gal. gas.

If you have a cash register with a bookkeeping tie-up, this is simplified because the small pay-outs can be recorded on the tape. If you lack such equipment you should open an account in your books for petty cash depending upon the average small pay-outs in a two-week period. Say it is $50. Draw a check to petty cash for $50, cash it and put the money in a special drawer. Pay all small bills out of this fund, keeping your daily cash receipts intact. When you pay a bill, make out a petty cash slip showing the amount and account to be charged, put it in the cash draw to account for the money you took out. When the fund gets low, draw another check to petty cash, cash it, put the money in the drawer and remove the pay-out slips for entry in the books.

This is standard bookkeeping procedure, sometimes called an imprest system, and was devised to provide the businessman with a means of paying small bills with cash instead of check. Obviously, it would be a nuisance to make out a check to pay an incoming express charge of 50¢.

Moreover, it gives the dealer a clean-cut transcript of his disbursements in the check book or on the bank statement, which is a big help to him in arriving at his operating costs and his income tax deductions.

Accurate Tax Returns

Apart from the benefits that a good set of books can give the dealer in justifying his prices or in getting permission to increase prices, there is the advantage to be gained on income tax. Uncle Sam demands accurate accounting. Every item of income and outgo must be recorded accurately to make sure that you do not short-change the government or over-pay. In both instances, you will be out of pocket because the government auditors will penalize you if you understate your tax liability.

The government does not specify the method of bookkeeping to use, but it demands that the system clearly reflect income and outgo so that the records can be easily audited. High tax rates will bring about more minute inspection of taxpayers' books; hence the reader should review his accounting practices now and improve them where necessary or install an adequate system if he has been using faulty debit and credit technique. The lack of adequate bookkeeping facilities will not excuse errors on tax returns.

Businessmen of old used their mother-wit or rule-of-thumb methods to do business. Because the old way of life was simpler and more stable, they sometimes did all right by themselves, even though they guessed at their selling prices or the profits earned on the prices they charged. Today, such guesswork would be fatal because profitable operation demands the strictest economy, and this is not obtainable unless the dealer has all the business facts that will enable him to utilize maximum cost control. These business facts are forthcoming from only one source—a dependable set of books. Of course, a bookkeeping system, no matter how accurately handled, will not assure profits, but it is better to know where you stand even if you are losing money than to operate "in the blind," because, in the former instance, you can check a loss by taking corrective action and switch your business from the red to the black.

Finally, a good set of books will remove the possibility of your being penalized by price control authorities. There were many penalties imposed during World War II. You must justify the prices you charge under price control. If you have geared them higher than regulations authorize, you may be penalized if the price administrator finds it out. During the last war, he had investigators out to check the books of those businessmen who seemed to be breaking the faith. Be prepared for the same check-up again if controls are imposed.

During the emergency, the feed dealer must utilize a bookkeeping system that pictures in bold relief every element of operation, from the accurate tabulation of inventory to the recording of petty cash expenses, thus providing a dependable guide to managerial efficiency from every angle. Resolve now to keep accurate accounts and to scrap or modernize your old accounting methods, so that your books are not only a means to determine profit or loss but a guide to most profitable operation in the upset world of today.

TEXAS MILL BURNS

OKLAHOMA CITY—A $50,000 fire loss was suffered by the Grapevine-Euless Cooperative Feed Mill at Grapevine, Texas, Dec. 5. Origin of the fire is unknown. G. C. McMurray, manager, said the loss included nearly $15,000 worth of feed in addition to the building.

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PROGRAM SET FOR OHIO GRAIN MEN'S CONVENTION

CINCINNATI — Panel discussions, educational exhibits and addresses by outstanding educators and leaders in the feed business will feature the 72nd midwinter convention of the Ohio Grain, Mill & Feed Dealers Assn., Inc., Jan. 7-9 at the Hotel Netherland Plaza here, according to the tentative program released by Early & Daniel Co., Cincinnati, president.

Convention sessions will begin the morning of Jan. 8, with the first address on "An Old-Timer Looks at Washington" being delivered by Ray B. Bowden, executive vice president, Grain & Feed Dealers National Assn.

Other talks at this session will be by W. T. Hackett, vice president and trust officer, Huntington National Bank, Columbus, and Dr. Frank Dutra, professor of Industrial and Forensic Pathology, College of Medicine, University of Cincinnati. The session will close with a panel discussion on "How does the farm support program fit in the present national emergency."

Speaker at the noon luncheon will be Deane W. Malott, chancellor of the University of Kansas, who will discuss "How Free Is America Today?"

Speakers at the afternoon session will include Edward Glennon, Chicago, secretary, American Feed Manufacturers Assn.; Prof. A. R. Winters, Columbus, poultry department, Ohio State University; K. D. Peterson of Columbus, extension economist in farm marketing, College of Agriculture, OSU, who will explain the new OSU short course on elevator management, and Dr. C. A. Lamb, Ohio Agricultural Experiment Station, Wooster. There also will be a panel discussion on how to control credit in the feed business.

The annual banquet will be held that evening.

William F. Brooks, Washington, executive secretary, National Grain Trade Council, will speak at the second day's session, along with Anthony Allison, public relations director, Chicago Board of Trade, and Carl Bostrom, president, Chicago Board of Trade.

What is expected to be a feature of the convention will be industry exhibits, covering feed, seed, grain elevator inspection and hedging.

The convention hosts are the Cincinnati Board of Trade, of which Sylvester L. Fisher is president, and the Cincinnati Feed Club, of which Darrell Dome is president.

PROGRAM PLANS SHAPE UP FOR INDIANA CONVENTION

INDIANAPOLIS — Program plans for the Jan. 21-23 convention of the Indiana Grain & Feed Dealers Assn. at the Hotel Claypool here are shaping up rapidly, according to a recent announcement by Fred K. Sale, secretary.

Ray B. Bowden, executive vice president, Grain & Feed Dealers National Assn., will be a featured speaker with information from Washington of value to the feed dealer and grain man. A feed forum is scheduled and details of a group life insurance plan to be offered to members will be presented.

Convention committees to be in charge of nominations, resolutions and entertainment have been appointed by H. G. Hoham, Auburn, president of the organization.

NEW ELLISON PLANT

TORONTO—The construction of a new feed mill has been commenced by the Ellison Milling & Elevator Co., Ltd., Lethbridge. The new plant will be of the latest design and will include dumps and scales. It will be operated in connection with the company's existing feed mill and will do custom chopping for farmers and feeders in addition to turning out company feed products.

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